

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, Oct. 14, 1908.

No. 3.

If you only knew how much trade there is for you in Kansas, I couldn't keep you out of

THE TOPEKA DAILY CAPITAL

even if you had to borrow money to get in.

I realize you possibly may be tired of hearing so much about Kansas prosperity, but you can't blame us for wanting to talk about it.

And after all, you are more interested in taking our money for your product, than we are in giving it up—

And there may be a fact or two you haven't thought of.

Kansas not only produced much wealth this year, but the wealth is pretty evenly distributed. We have comparatively few millionaires, few paupers and a very small jail population. Put your hand on almost any Kansas family and you find a pretty good customer. Our consuming capacity is great.

But that's not all.

You can cover Kansas and reach all the people in it who are worth reaching, for less money than is required to cover any other live state in the Union.

Why?

Because Kansas has an homogeneous population. We're a unit, out here. The state has no sectional feeling and no sectional interests.

So, while there are a lot of good papers in the state which *somebody* reads, there is one newspaper which *everybody* knows and which most Kansans read.

It is the TOPEKA DAILY CAPITAL.

For twenty years the *Capital* has been the recognized leader in Kansas journalism. By that, I mean not only that it has led in circulation and advertising carried, but that it has been a real factor in the business, political and social life of the state.

It has a larger circulation than any other daily in the country published in a city the size of Topeka.

It goes to every post office and every rural route in the state.

It is the only seven-day-a-week daily in the state.

And it has made a record of paying advertisers.

Advertisers who know Kansas, know this.

If you are not familiar with conditions in this "Parallelogram of Plenty," and want to reach with a small expenditure, a state with an abnormal consuming capacity,

I'll be mighty glad to go into details with you.

You can pretty nearly cover Kansas with the *Topeka Daily Capital*. If your proposition interests farmers, supplement the *Daily* with the *Kansas Weekly Capital* and the *Farmers' Mail and Breeze*, and you have the state cinched.

Let me figure with you or your agent on what a small expenditure will do for you in Kansas.

Arthur Capper

Publisher.

Topeka, Oct. 7, 1908.

P.S.—I shall be glad to send you regularly the *Capper Bulletin*. It will tell you all about this great field and how to reach it, or you can get full information of any of my branch offices: 1306 Flatiron Building, New York, J. C. Feeley, manager; 409 U. S. Express Building, Chicago, J. E. Brown, manager; 401 Century Building, Kansas City, S. N. Spotts, manager; 1012 New York Life Building, Omaha, W. T. Laing, manager.

THE TOPEKA DAILY CAPITAL

It Covers Its Field Like a Blanket

All other mediums combined will not reach so many of the progressive farmers in the great agricultural state of Wisconsin as this paper alone. We have a paid circulation of 60,000 subscribers weekly. Out of 1241 postoffices in Wisconsin we reach all but 50 of them. There is no choice here. You must either omit the best part of Wisconsin or use **THE WISCONSIN AGRICULTURIST**. We control a practical monopoly of this field, yet our rates are lower—conspicuously lower—than any other farm paper that proves so great a circulation. And our rates to all are alike—under the same conditions—no favor, no influence, no tempting contract ever broke a rate in **THE WISCONSIN AGRICULTURIST**. Please send for sample copies and note these points: our columns are filled by the shrewdest advertisers in America. Our largest advertisers to-day are those who have been longest with us. Our constant advertisers include those who are known to know best what mediums pay them. May we tell you more?

The Wisconsin Agriculturist

ARTHUR SIMONSON, PUBLISHER

Racine, Wisconsin

GEORGE W. HERBERT
Western Representative
First National Bank Building, Chicago

WALLACE C. RICHARDSON
Eastern Representative
Temple Court, New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXV.

NEW YORK, OCTOBER 14, 1908.

No. 3.

RISE OF THE VAN CAMPS.

HOW A GREAT PACKING HOUSE HAS BEEN BUILT UP THROUGH ADVERTISING, COUPLED WITH AN EFFICIENT SALES FORCE—STORY OF THE ORIGIN OF VAN CAMPS' BAKED PORK AND BEANS—HOW THE COMPANY'S COMPETITORS HAVE HELPED TO INCREASE ITS BUSINESS—A FIFTY THOUSAND DOLLAR SAMPLE CAMPAIGN IN CHICAGO.

When the Van Camp Packing Company some years ago rubbed one of its cans of beans and made a wish, as Aladdin rubbed his magic lamp back in fable days, the wish came true in many unexpected ways. First, the sought-for gold, or its equivalent, flowed out of the Van Camp treasury to pay for advertising space in American magazines. Later, the financial tide turned back to the packing house in the form of business, more business, and still more business. More recently the Van Camp can was rubbed again, and there was an outflow of money to the daily newspapers and an inflow of more business. To-day this company is one of the world's great users of advertising space, and claims to be the greatest packer in its line on the earth.

The story of the business rise of this Indianapolis concern has the sound of a family tradition related by a gray-haired grandfather at the hearthstone of a Hoosier fireplace. For the Van Camp Company has experienced the trials of the pioneer who blazes the trail in an untried business field, and it now knows the joys and sorrows, especially the joys, which come to those who thoughtfully follow the money-paved road of advertising.

Before printers' ink had cast its bewitching spell on business,

Gilbert C. Van Camp was an humble tinner at Greensburg, not fifty miles from Indianapolis. In 1861 he went to the capital of his State and there he formed the firm of Van Camp (a maker of tin receptacles), Williams (a grower of fruit), and Fletcher (a man of means). From this combination came the idea of canning fruit and vegetables so that the trade might have a supply available through the year, instead of merely in the ripe fruit and vegetable season.

The original packing, in six-gallon cans, consisted of raspberries, blackberries, peaches and tomatoes. The fruit farm belonging to the firm soon became too small to supply the demand, and T. B. Jackson, still a hearty member of the Van Camp Company, began to tour the fruit regions of Southern Indiana with his wagon loaded with cans and cooking pans, canning the fruit in the orchards and hauling the finished product back to Indianapolis. Most of the tomatoes were shipped to the packers from Cincinnati.

When seven years old the business had outgrown its old quarters and had moved into larger, where it continued canning tomatoes, peaches and berries, following the rule of action that the company follows to-day—that of holding to a purpose. With the passing years came several changes, and in 1877 or 1878 the name of the packing house was changed to G. C. Van Camp & Son.

Then came a business disaster which wrecked the house of Van Camp. Immediately there was a reorganization, with no cash and weighty liabilities. In 1879, when Frank Van Camp, now president of the company, was sixteen years old, he went into the family firm of packers which then began the

struggle for a new foothold—to establish new credit and to pay old debts. At this time the business of the company was confined to the packing of tomatoes, corn, peas, jellies, preserves, fruit butters and mince meat, but later the line was narrowed to the first three.

In January, 1889, when there had come a rift in the clouds and the light of prosperity was pouring through, the packing plant was established at its present location, where there would be room to grow for years to come. Two years later a fire wiped out the business. The Van Camps, with admirable pluck, began again, but in 1894, after an unusually big pack of tomatoes, the market went down, heaping up discouragements which seemed always to block the way. This fall in the market led to a search for something more substantial than the limited pack vegetable market on which to build a permanent business.

In those days of adversity Frank Van Camp carried his lunch to the factory. It saved time and money—especially money. One day an Indianapolis jobber took to the Van Camp plant a load of plain, old-fashioned baked beans to have them reprocessed. This happened at lunch time, and young Mr. Van Camp, thinking that some baked beans would make a welcome addition to his meal, opened a can from the jobbing house. The beans were flat in flavor, and to make them more palatable he dashed the beans with Van Camps' catsup. At that moment was originated "Van Camp's Pork and Beans with Tomato Sauce," which you and I and almost everyone in America has tried or read about. The first sale was for a car-load delivered in Pittsburg.

In December, 1894, the Van Camps had one of their first tastes of printers' ink. It was a small one, a "want ad" in the Indianapolis *News*. It asked for house-to-house canvassers to sell cans of pork and beans. Three hundred people answered the ad. The next year, when the Van Camps sold 67,030 cases of its product, they thought business was "going

some." But this was before the era of Van Camp advertising campaigns.

The first real use of advertising to sell the Van Camp goods was done in support of the house-to-house canvassers in different towns. A four-inch, single column space was taken in the newspapers. The copy was poorly written and the only evidence the Van Camps had that they were advertisers was the bills which they received from the newspapers on the first of the month. The experiment was such a failure that the packers stayed out of the newspapers for a long time from the same incentive that keeps a small boy out of a guarded melon patch. They were afraid to venture in. A few months later Van Camps' beans were being advertised in the street cars of several cities, and by outdoor signs and three-sheet posters.

The sunlit dawn for the Van Camps began in 1896, when quarter-page contracts were made with seven or eight magazines. For the first two or three years the concern at Indianapolis did not have a real competitor in the pork and beans field. But after that the competitors sprang up with mushroom rapidity in many directions. The competition brought on through advertising brought its profit to the Van Camp Company in the form of a lesson. It developed the fact that advertising must be supported by a strongly organized sales force in the field, with a guiding force for both in the home office.

Twelve years ago W. M. Wilkes was employed in an Indianapolis railroad office and did not know a drop of printers' ink from a mole hill. He went over to the employment of the Van Camp concern and has risen to the office of secretary and has charge of a sales force of 200 men. He has been in the thick of every advertising campaign the Van Camp packers have organized.

"The first magazine space we used," he said, "was small and very poor copy. We bought the space on faith, because several people told us it was the thing to do. And to this day I do not

"Printers' Ink" says:—

"The newspapers which advertisers know most about are naturally among the first to be selected when their territory is being considered for an advertising campaign."

And by the same token

Advertisers whose goods are most advertised in the

PHILADELPHIA BULLETIN

are naturally the ones who get the most results in Philadelphia, because:—"in PHILADELPHIA nearly everybody reads THE BULLETIN."

Net average for September

225,140 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies are omitted.

William L. McLean, Publisher

know of any advertising we have done which has actually sold our goods. But I do know that it is one of several big factors in our business. We find that our advertising must be supported by a close-working force of salesmen who can in themselves do an enormous business.

"The number of agate lines or the dollars and cents we use in a campaign is an unimportant detail. As our business increases, we increase our appropriations for advertising. But I can say that if a competitor desires to come in and attempt to take our business away from us, I advise him to lay out \$1,000,000 or \$1,500,000 a year for advertising, and to be prepared to keep up the pace for a few years.

"Every time we try to figure results of sales based on the cost of advertising, we find we are losing money. So we do not try to get at results in this way, but go on and on with our advertising campaigns. We buy advertising as we need it and where we need it. We do not plan to 'spot' the country with it. When it is needed in one place, it seems to be needed in all places. This means that we must keep our campaigns going practically all the time. We buy the best advertising we can find. It is placed through the Lord & Thomas Agency, which keeps in constant touch with us and studies our needs. We never go into special editions of newspapers, and have no use for directories, catalogues or other side mediums."

Van Camp pork and beans advertising first appeared in the newspapers last January. Before that time it was confined to magazines. Now the amount spent with the newspapers is several times the amount used for magazine advertising. This does not mean that the company discredits the value of magazine space, but that it uses daily newspapers several times a month where it uses a magazine once a month.

It has been the Van Camp experience that it is the leader in advertising a line of business that gets the benefits of a follower's advertising campaigns. Some time ago a competitor of the Indian-

apolis packers began to advertise free calendars and the requests for these calendars began to flood the mails coming to the Van Camp offices, although it had made no such offer. This is but one of many instances where it has reaped the benefits of another's advertising.

Here of late the Van Camp ads, both in newspapers and magazines, have taken a new turn. The familiar Dutch boy, in wooden shoes, carrying a tray of steaming beans, and the Dutch girl, carrying a can of the same product, have departed from the ads, to be seen no more. "The Dutch children were good for a time," said Mr. Wilkes, "but we have concluded that any kind of pictures, space for which costs money, do not make an argument for our beans. We have decided to utilize this picture space to tell why our packed products are good."

One of the advertising ideas which the Van Camp Company has recently tried was to give away cans of beans on a certain day, large space in daily newspapers being used for the announcement. This was tried in St. Louis and Chicago. The experiment in Chicago cost \$50,000 and the company is still in the dark as to results.

Mr. Van Camp, Mr. Wilkes and O. R. Johnson, business manager of the *Indianapolis News*, are so well acquainted that they call each other by their first names. Perhaps the first large contract ever made by Mr. Van Camp for space in a daily newspaper was with the *News*. Mr. Johnson tells this story about it:

"The Van Camp Packing Company is the best object lesson in the United States for newspaper and magazine advertising. From the viewpoint of the newspaper, the company has the requisites which an advertiser should have. It has the means and the nerve to carry on an advertising campaign. Usually, 99 out of every 100 new advertisers start with a very small contract. The first contract the *News* had from Frank Van Camp was for 50,000 agate lines.

"A few years ago he had picked

up a 'lame duck' in the shape of a factory for making evaporated milk, and he desired to do something to take the wobble out of its business affairs. It was then that he gave the *News* the contract for 50,000 lines, and he made similar contracts with one or two other newspapers in which he could make a fair test. I'll admit, and Frank doubtless will, that this first contract over-shot the mark, for it sold evaporated milk faster than his factory could produce it, and faster than the cows on farms around the factory could supply the raw material. But this was one of the attempts which converted the Van Camp Company to daily newspaper advertising, and now the company is one the daily paper's staunchest advocates."

Advertising has had its influence on Van Camp's evaporated milk, as well as on baked beans. The company has in less than three years built six factories, scattered from Vermont to Iowa, and cannot build them rapidly enough to supply the demand.

LANNES MCPHETRIDGE.

Glenwood S. Buck, of the advertising department of the Bucks Stove and Range Co., of St. Louis, and editor of *Buck's Shot*, has been made advertising manager of Butler Brothers of New York, Chicago, St. Louis and Minneapolis.

A. D. Mackie, advertising and sales manager of the Wallbridge Gas & Electric Company of Peoria and Springfield, Ill., has been appointed manager of the Springfield (Ill.) *News* by C. H. May, the publisher.

Harvey O. Dodge, for eight years connected with the advertising department of the Philadelphia *Bulletin*, has entered the advertising service of the Harrisburg, Pa., *Telegraph*.

J. McCullough Sturgis, formerly of the Shumway agency, has severed his connection with that concern to join the staff at the Boston branch of the George Batten Company.



SCRIBNER'S

"200,000 homes" looks small when you think of fifteen or sixteen million families in the United States you want to reach. But to how many can you sell? How many want your class of goods?

Eliminate the illiterate, the foreign born and the very poor; eliminate families that have an income of less than \$1,300 per year—about 82%—eliminate over ten million persons engaged in agricultural pursuits; eliminate those who take no account of distinctions of quality on which the modern manufacturer bases his selling campaign and the grand total gets smaller, the "200,000" seems larger.

It is safe to say that the average reader of Scribner's Magazine has an annual income of over \$3,000.

And so we say: Scribner's circulation is *most* effective and *most* economical because it comes nearest to being a **net circulation** to people who appreciate and are able to purchase the goods that are advertised.

●
\$250 per page

PRESBREY VERSUS AYER.

RESULTS OF STRAW VOTE ON THOSE
MAGAZINE INSERTS OF THE RE-
PUBLICAN NATIONAL COMMITTEE—
GREAT VARIETY OF OPINION EX-
PRESSED—IT ALL GOES TO SHOW
HOW WIDELY THE OPINIONS OF
EXPERTS DIFFER ON ANY GIVEN
ADVERTISING PROPOSITION.

Two weeks ago PRINTERS' INK called attention to a situation which has rarely, if ever, happened before. Two of the great agencies were pitted against each other in the October magazines. The Republican National Committee divided its appropriation for magazine advertising between N. W. Ayer & Son and the Frank Presbrey Company. PRINTERS' INK invited expressions of opinions from its subscribers as to which agency made the best use of the opportunity. In addition a "straw ballot" was taken among some of the largest national advertisers, votes being invited by postal card.

Much interest was developed in the unique situation, some advertisers taking the trouble to write lengthy opinions, although most of those who voted simply filled in the name of either "Ayer" or "Presbrey." We have carefully tabulated the result and here it is:

For Presbrey.....	43 per cent.
For Ayer.....	35 " "
On the fence.....	13 " "
Non-committal	9 " "

Those who voted show that they have given considerable thought to the matter. Interest centers around the reasons which were given for the choice. For example the advertising manager of the J. B. Williams Company prefers the Ayer copy because he considers that it has "better headings and better arrangement of material." Another advertiser prefers the same copy for the reason that it is "stronger because less antagonizing to the man on the fence."

A third advertiser (Mr. W. G. Snow of the International Silver Co.) also picks the Ayer copy because "it is much more effective, to my mind, as to arrangement of

the display, and I believe that the headings, which must largely determine whether the articles are read, are better than in the Presbrey copy. I think the ordinary reader would be more inclined to dip into the text in the Ayer copy as it does not appear so dense and, therefore, is more enticing, and a morsel is likely to be picked out here and there by a person who might otherwise skip the entire article."

On the other hand, the very points that are commended by such gentlemen of discrimination are condemned by others of no less experience and talent. One of the Presbrey voters says that the "Ayer ad looks too much like a patent medicine lay-out." Mr. Brann of the National Cloak and Suit Company sees "more conscientious work in the preparation of the copy" in the Presbrey ad. Mr. E. M. Benson votes the same way, giving as his reasons "more readable and convincing, better set-up, more of a direct appeal." Still another voter objects to the Ayer copy on the ground that it is "too statistical, reads too much like a tiresome stump speech."

One of the most prominent of the Presbrey adherents, a gentleman who is frequently referred to as an "authority," but who requests for personal reasons that his name shall not be used, has taken pains to tabulate his reasons as follows:

Both advertisements are strong and have many meritorious features, but the one prepared by the Frank Presbrey Company is the better for the following reasons:

1. It has a stronger caption—one that is better calculated to command immediate attention.

2. The art embellishment is simpler and more appropriate. It is not elaborate enough to divert attention away from the argument.

3. It shows a better bunching of "hits." The Ayer copy "scatters." It doesn't hit "the bull's-eye."

4. It is a clearer, more lucid presentation of the dangers of "Bryanism" to the business of the country. Particularly is this noticeable in the reference which it makes to the character of the men whom Bryan would be apt to call into his Cabinet.

5. The Presbrey copy draws a sharper and more striking contrast between Democratic promises and Republican performances.

6. The achievements of Republican

VERIFICATION OF
The Des Moines Capital's
 Circulation During Last Year
41,632

Daily Subscribers After All Deductions for Returns and Waste



Above is a certificate of circulation issued by the Association of American Advertisers to The Des Moines Capital. The examination was made in September by a special examiner sent from New York. The period examined covers from the 1st of September, 1907, to the 1st of August, 1908. During that period The Capital has 41,632 daily subscribers. The examiner excluded all returned, unsold and waste copies. The examination is a complete verification of all The Capital's claims. The other two daily newspapers were examined by the same association and are in a position to publish their certificate, if they so desire. The Capital's circulation is the largest paid circulation in the State of Iowa. Capital readers have the money to buy whatever you offer them.

The Capital's advertising patronage during 1908 has been larger each month than during the same month in 1907. There has absolutely been no business depression in Des Moines and Iowa. Iowa is the most prosperous State in the Union. The Des Moines Capital is its most prosperous newspaper.

EASTERN AGENTS

O'MARA & ORMSBEE
 Brunswick Building
 New York, N. Y.

ELMER WILSON
 87 Washington Street
 Chicago, Ill.

LAFAYETTE YOUNG, Publisher

administrations are succinctly and clearly grouped, each achievement following the other in orderly sequence and each transcending the other in weight and importance until the climax is reached in the far-reaching measures enacted and enforced under the Roosevelt administration.

7. The "high lights" in the personalities of the Republican candidates are brought out in a way that is calculated to favorably impress the largest number of magazine readers.

8. The contrast between the two candidates for the Presidency is wisely reserved for the closing paragraph and is so worded as to leave the final appeal to the self-respect and patriotism of the American voter.

Directly opposed to this view is the opinion of another gentleman also possessed of an analytical turn of mind. The following letter is from Mr. Harry L. Marshall of Buffalo:

Count another vote for Ayer.

The force of an advertisement is in its ability to attract attention. Add to this ability the power of suggestion and strength is marked. "He, who runs," not only sees but feels the suggestive power. The Ayer copy possesses this. Attention is caught at the beginning of the advertisement; the display line "The Candidates of Character" in its setting between the portraits of the candidates, not only catches attention, but also suggests that in these candidates is found "the character." Without doubt, this one word has been used more and has gathered more force in the present campaign than ever before. The repetition of this suggestion upon the man who does not read advertising, but who sees the "catch line," will influence him without a doubt. A frequent repetition will win his vote. The power of the eye to influence the mind will do the deed.

The "attention catcher" in the Presbrey copy lacks power of suggestion. It tells there is a question before the people. In order to pull results the whole advertisement must be read. Then too, the copy is argumentative, and creative of a desire to side with the other fellow. "It is human nature to side with the under dog," and in advertising the creation of this dog is to be avoided.

The writer had noticed these advertisements before your editorial came to his attention. Your editorial satisfied his longing to know the reason for the difference in the copy. This is only one of the instances in which your paper has answered his unasked questions. I wish to take this opportunity of extending my best wishes to the editor and his associates on "the paper that goes to the vitals."

Among those who see good in both ads is Mr. Albert E. Barnard, advertising manager of the Chicago house of Ed. V. Price & Co., who says: "Presbrey's ad in Mc-

Clure's contains the better copy, while the Ayer ad in *Everybody's* has the more attractive display." Mr. M. T. Frisbie also takes somewhat the same view: *Everybody's* is 'prettier,' but McClure's more convincing which I take it is the object of this advertising."

Is there a moral in all this widely divergent opinion? As PRINTERS' INK sees it, it goes to show that advertising is about as far from being an exact "science" as it ever was. Unless a given piece of copy is absolutely and radically bad, plenty of people of good judgment can be found who will praise it as well as condemn it. It is a difference of opinion that makes horse-races and it is a difference of opinion that brings clients to different advertising agencies and gives the advertising pages of the big publications their variety and spice.

If all advertising were to be cast in one mould and drawn up according to the ideas of some one particular "expert," the result would be tame and tiresome. No advertiser need be worried if some authority criticises his copy adversely. He has only to look around enough to find plenty of other "authorities" who will declare his work the best ever.

A testimonial dinner is to be given Charles H. Fuller, the veteran advertising agent who recently retired from business, on October 16th, at the Auditorium Hotel, Chicago.

The Vreeland-Benjamin Special Advertising Agency, New York, added to its list, October 1st, the papers of the German-American Press Association, St. Louis, comprising the *Westliche Post* (morning), *Anzeiger* (evening) and *Mississippi-Blätter* (Sunday).

F. Hugh Freeman has been made advertising manager for Security Mutual Life Insurance Co., of Binghamton, N. Y. Mr. Freeman was formerly advertising manager of *Woman's Realm* and previous to that time had charge of the copy of Fowler, Dick and Walker's Department Store.

Isn't it easier to sell to those having sufficient means to promptly satisfy any desire you create? Follow the line of least resistance by advertising in

Harper's Magazine

You don't have to convince readers of HARPER'S that they "can afford it"—just make them *want it*, and the sale is made.

Harper & Brothers

FRANKLIN SQUARE

NEW YORK

A NEW DEVELOPMENT IN CAR SIGNS.

By Bert M. Moses.

Secretary Omega Chemical Company.

Many men do some one big thing some one time in their lives.

I mean by this that in their particular environment they rise to the top and do something out of the ordinary that the public either approves or condemns.

vine plan, because a surfeit of greatness would soon work backward and the genius would be the man who did little things.

Twelve or fifteen years ago, when advertising as we know it now was about as far advanced as the present-day flying machine, there came out of the West the most distinctive series of advertisements that this country ever saw. I will even go so far as to



And it might as well be said here that it does not necessarily follow that what the public approves is good, or what it condemns is bad, because the majority is more often wrong than right.

This one big thing in a man's life is said to be the latent germ of genius struggling to break from the chrysalis.

If the germ escapes, the world is blessed or afflicted with a genius, but the chrysalis is tough, and precious few break through to write their names large on the records of Time.

This must be part of the Di-

say that nothing surpassing that series in attractiveness has appeared since.

The man who claimed credit for that work was Oscar Binner, and the thing advertised was Pabst Beer. The name of the artist who actually did the work has been lost in the retreat of the years, but the honor and glory never went to the right man, anyhow.

The Pabst ads made Binner's reputation and kept him in the public eye for a time, but he was unable to repeat, and so Binner now is only a pleasant memory.

He is like the man who writes

one great book, or makes one great speech, or fights one great battle. He lacked the vital force or the Divine energy to mount more than one round of the ladder of fame. He soared up into the heavens like a skyrocket, spread his many colored fire through space for a brief moment, and then went out in darkness for all time.

I started out to say something about the judicious use of space, and that Binner incident leaped up before me as a striking example of what can be done in a magazine to completely overshadow every other advertisement in it.

Note well this fact: The medium is always far less important than the manner in which you use the medium. The fact that some advertisers have grown rich through the use of almanacs does not necessarily prove that the almanac is a good advertising medium. It does prove, however, that such advertisers issued good almanacs, followed a good plan of distributing them, and put them out in good territory.

The most mistaken man in the world is he who tells you there is only one good general medium, and that is the daily newspaper. And just as badly mistaken is that man who says the same thing of street cars, or billboards, or painted signs, or magazines. I'll tell you one great truth in advertising that is not generally recognized, and here it is:

Let any advertiser have a living, breathing faith in any medium, and he will find a way to make that medium do more for him than any other. A man whose faith is fixed deep in newspaper advertising will never get all there is to be had in street car advertising, because his heart and soul are not in his work.

You have got to have faith plus in what you are doing, or what you do will not figure in the scare heads on the first page of the daily press.

No copy is more familiar to the public who ride in street cars than that of Omega Oil. If street car advertising ever did more to

create a successful business than it has done for Omega Oil, I don't know what the article is, unless it be Sapolio. But Sapolio was really a household word before street car advertising had cut its first tooth.

It is admitted, I think, that the Omega Oil copy in the street cars during the past ten years has always been conspicuous. It has always attracted attention and excited comment.

It may at times have been somewhat frivolous, but it has never offended nor created a hostile impression.

When the public sees a good advertisement in the street cars, it does not know how much time, thought, care, creative energy, elimination, revision, work, worry and change go into the thing. There must be harmony, contrast, originality, balancing and a just adaptation of one part to another to get the perfect whole.

The Omega Oil cards reproduced here are offered as perhaps the most distinctive thing of the kind that ever appeared in

Facts for Advertisers

The Chicago Record-Herald
has added still another month
to its record of advertising gains

*Display Advertising
Gained 18%
in August, 1908*

over August, 1907, and the
charges for classified advertising
increased five and four-
tenths per cent. A notable
showing for the dog days

*The Chicago
Record-Herald*

the street cars. They rank as high in their class as the Binner ads ranked in magazine work. Anyhow, that is what some very clever people have been good enough to say, but, of course, they may be mistaken.

The Omega Chemical Co. has an abiding faith in street car advertising, and herein lies the real reason why its advertising has been so largely confined to that medium. And here also is the true reason why its copy is always conspicuous.

If you are a student of advertising, the cards reproduced here will yield rich lessons under analysis. Observe, if you please, how each picture tells a story in itself. Note how much of the human figure has been conspicuously shown within the 11x21-inch limits of a street car card.

The cards lose much of their force in the reduced size of the reproduction, but even in this shape they are well worth the thought and consideration of any man who is interested in vital, living, breathing advertising.

The text matter is brief, but each card imparts its message, and then stops.

I tell you, this thing of stopping at the right time is the hardest thing of all to learn in advertising. The difficult thing is to say the thing that ought to be said, and then to quit. Sometimes a thousand words are needed to tell a tale, and sometimes a sentence is plenty.

If you have the ability to know when and where to commence, you are on the high road to great things.

If you likewise know when and where to stop—why, say, your name will loom large among the other eighty million names in the United States of America.

The personality of John Wanamaker is injected into the advertising of his New York store by frequent editorials, his name being appended in a signature. The theory is that his name gives weight to the statements it follows. These editorials usually deal with general conditions, the store's policy and service, etc. Even though Mr. Wanamaker does not write all of them, it is good practice to let him have a constant voice in the advertising.

A KINGDOM SEEKS TRADE THROUGH ADVERTISING.

HOW THE GREEK GOVERNMENT IS EXTENDING THE SALES OF DRIED CURRANTS IN ENGLAND—POPULARITY OF THE FRUIT PROMOTED BY COOKING COMPETITIONS—WHAT A STEAMSHIP COMPANY IS DOING TO INCREASE THE CONSUMPTION OF JAMAICA BANANAS AND SWELL ITS FREIGHT RECEIPTS.

A city or municipality of any kind in England may not spend public money on advertising unless express power to do so is conferred by the Act of Parliament incorporating that city or municipality. So far as I know, only one civic body of the sort in England has the power. The consequence used to be that any kind of corporate advertising for the good of a locality had to be paid for by sending round the hat to interested residents. Presently someone found a way out. A municipality can pay the Mayor any salary it chooses. So the Mayor's salary is raised by the amount of the desired advertising appropriation and His Worship orders the advertising. There are more ways of killing a cat than by choking it with butter.

Once upon a time a municipal corporation used to be thought a good deal of a whale in the advertising pond. But what do you say to a Kingdom? The Greek Government has been a quite noticeable advertiser for the last three or four years. The way of it is this. Greece practically lives on the trade in currants. The word "currant" is a corruption of the name of the Greek city "Corinth." Popular speech long ago changed the name "Corinths" into a quite misleading identity with that of our own more familiar garden fruit, and I have met plenty of people who thought that currants were, in fact, dried black currants.

Greece produces practically all the currants there are. It has a monopoly. A few years ago the growers got into difficulties. There was a glut in the market, and all sorts of plans were tried in order

Since "In the Beginning," the "Average Man" has been Content to Follow the "Beaten Path," this Accounts for Two Things:—

The "Average Man" *and* The "Beaten Path"

The average man isn't a bad sort of a fellow, and the beaten path is nearly always safe and is usually smooth—but the average man is uninteresting, even to himself, and the beaten path is uncomfortably crowded. Both are commonplace.

The average man is typical of a great number of advertisers. If the shoe fits you, gentle reader, this is for your education. If not, remember the Pharisee's prayer.

All of which has been said to induce in you a thoughtful consideration of the following:

Nearly 70% of the people of these United States live outside of the big cities and of the zone of influence of their newspapers.

The magazines and like publications, after a period of almost insane overvaluation as advertising mediums, are being critically weighed and often found most lamentably wanting.

The financial flurry or so-called panic, if it did nothing else, showed many manufacturers where they had their stable sales, and who were the real consumers of their goods.

Right now, down deep in every one of their "think pans," they are trying to evolve plans to reach the people of the small towns and country districts;—to develop the territory and cultivate the trade that responds and endures.

We've made the turn, haven't we? We can suggest the plan with equal pointedness.

We are not content to be huddled in the "average" bunch, and plug the "beaten path." Are you? We'll put a half an hour or more of our time against as much of yours, if it looks to you like good business to say the word. Frankly, the keynote of our talk will be



With its more than 200,000 open homes in over 12,000 towns and villages of the country. Don't try to sidestep your own judgment with the argument that you know all about GRIT (for you know you don't), even its publishers are learning some surprising things about the class of readers and the quality of its circulation from a careful canvass made this summer, all of which will be laid before you.

We ask an interview at your "early convenience."

Address

SMITH & BUDD, Representatives
NEW YORK, 225 Fifth Avenue,
CHICAGO, Tribune Bldg.,
ST. LOUIS, 3rd Nat. Bank Bldg.

OR

Grit Publishing Co., Williamsport, Pa.

Not in The Beaten Path

to get the overplus used up before the goods "went bad." Tons of them were sent to France, at poor prices, to make cheap wine, used no doubt as an adulterant. The grapes which, if dried, would become currants, were used for making a non-alcoholic drink, and this is advertised, with the trade mark "V. P.," by a private concern. V. P. stands for Vine Product, and the stuff has medicinal and dietetic value. As "soft" wines go, it is not bad.

But neither of these outlets got away with the glut, and the King of Greece determined to take a hand in promoting the ordinary and natural use of currants. Contracts were made for considerable newspaper advertising all over the country. Messrs. A. Burbridge & Co., who have the work in hand, gave me this as a fair specimen of the copy they have been putting out. It is not, in my judgment so effective-looking as some of their earlier copy, which was shorter and in bold type, much like Macbeth's lamp chimney advertisements: but it must do good work.

HASTEN SLOWLY

We housewives who are tempted to believe ourselves obliged by circumstances to hustle and worry from morning till night, can save time and temper by following out that good old Latin motto, "*Festina, Lente*," which means "Hasten Slowly."

One of the secrets of success in housekeeping is to insist that one's head shall save not only heels and hands, but pocket also.

Let us learn something—no matter how small a thing—every day. *Learn and remember.*

And, just for to-day, let us learn this one little thing about currants. Currants *look* very nice, but if we only judge them from the outside we shall never hold them at their true worth. Inside the softly-crinkled skin is a little ball of purest nutriment, composed mainly of grape-sugar, the most valuable food known to man.

The King's doctor has remarked of Currant Bread that it contains sufficient nourishment to maintain the vigor of soldiers on the march.

Quite a budget of information, you see, about the homely little currant! And now we have learnt the reason why this food is so good we shall surely remember that, by a regular use of currants, we are following out that good old maxim with which we started off upon our talk.

News matter is also distributed to the press advocating the use of

Currant Bread, which most bakers now sell, and show cards were printed and given to bakers to help the trade. Sir Francis Laking, physician to King Edward VII, was found to be on record as thinking highly of currants dietetically, and his opinion was widely exploited.

The results were good. The Greek Government returns, and our own import statistics too, show a steady improvement in the currant trade, and there seems to be no longer a glut. In spite of a rain-damaged crop, and other adverse conditions, the consumption for the twelve months ending July 31, 1908 (this date is the time of year to which the season is computed), beats all previous records. Clearances for home consumption in the United Kingdom during that period were 61,437 tons, against 60,440 the previous year (when the bad weather conditions did not exist) and 57,473 tons in 1906. If compared with the figures for the years before 1906, when the currant advertising had already been begun, the increase would be seen to be great. I only quote the recent figures to show that it is still growing and that the advertising is able to cope with climatic troubles.

There has been a similar sort of effort going on in a less business-like manner for some years, to work up trade in Jamaica bananas. The Elder-Dempster Steamship Line practically owns the West India trade, and wants freight homeward to fill the ships that have gone out with manufactured goods. Bananas are about the only thing that bulks at all big in the export trade of Jamaica, and Sir Alfred Jones, the enterprising president of the Elder-Dempster Line (who is always trying to help little Jamaica in one way or another, with, I think, a personal interest as well as a commercial motive), has been trying to get us to eat bananas. Various banana flour schemes have been tried, and probably helped by him in some shape or another. The vegetarians, a growing community, have been interested in this food. Jamaica Bananas are about 50 per cent.



THE HOME PATTERN COMPANY

THE LATEST HOME JOURNAL PATTERNS

65 WEST 100TH STREET
NEW YORK

REGISTRATION
No. 100,000,000
The Home Pattern Company
The Home Pattern Company
The Home Pattern Company

REGISTERED DESIGN TRADE MARK AND COPYRIGHT

SUBJECT An Action-Intelligence Record

Mr. American Manufacturer,
Industryville, U. S. A.

Dear Sir:-

A little over a year ago, I took hold of The Style Book. Then came the panic. A more dismal time to expect a publication not only new, but new along untried lines, can hardly be imagined.

"You look beggarly," said a man to me along about the beginning of last October. "Whereas?" I answered. "Is that all? Don't you look more as if I were liable to jump off a ferryboat?"

But it seems now I had really very little cause for worry. Unbounced as was my own belief in the proposition, the belief of American manufacturers turned out to be even greater.

For during that very period when, panic-stricken, they were canceling and cutting down from 30% to 50% their advertising in periodicals whose names are household words, they made for the Quarterly Style Book - still a "theory" - the following record:

Winter '07	over	Winter '06	36%	Gain
Spring '08	"	Spring '07	133%	Gain
Summer '08	"	Summer '07	100%	Gain
Fall '08	"	Fall '07	207%	Gain

Winter '08	"	Winter '07	7	Gain
------------	---	------------	---	------

Advertising solicitation is indeed a mighty difficult problem if in behalf of a publication that can make a record like this further urging is needed.

Very truly yours,

Lois' Art

The Extraordinary Record Opposite

What does it mean?

It means that the Quarterly Style Book is an extraordinary medium.

It means that its unique features and its economy make it one of the most scientific advertising mediums ever invented.

It appealed so strongly to leading advertisers that they acted —they bought its space in the first year of its existence and in the face of a panic.

Some of these merchants acted by increasing their appropriations, despite the panic, others by applying rigidly to their list of mediums then being used the principle of "the survival of the fittest."

How long will it be?

How long will it be before you recognize the Quarterly Style Book's economy and service?

larger than the Madeira fruit, but less delicate in flavor. They are undoubtedly of high nutrition-value, and a good deal can be done with them. Mr. Burbridge hit upon the happy scheme of uniting these two enterprises, and he has been doing a good deal of advertising on the lines of announcements headed like the following example:

£1,500 for Cooking
Currants and Bananas.
A Splendid Opportunity for Daily Mail
readers to take part in a simple,
but most interesting
Home Cookery Competition.

The announcement goes on to tell what good things can be made with currants and with bananas and builds up the competition story in good shape. About the best cooking expert of the day, C. Herman Lenn, has been retained as judge, and the full details of the competition are promised in a cookery book offered free by coupon at foot. These advertisements fill from 10 to 12 inches, double column. They are inserted in daily papers of all classes, evening as well as morning, through a large list, and also in the penny and sixpenny weeklies. The replies are handled on a modern system, card indexed to the credit of the newspapers yielding them. No apparent effort is made to trace a reply if it comes in without a coupon, nor to sort the replies to different advertisements in the same medium, though, of course, this may be done. The reverse side of coupons would furnish a clew. Daily papers are said to give more replies in proportion to cost of space than weeklies, and morning papers than evening: but the result all round is satisfactory and there is no question but that the movement is attracting plenty of notice where notice is desired. A good scheme, well worked out.

THOMAS RUSSELL.

The publishers of the *Buffalo News* state that the paper carried almost 10,000 columns of paid advertising in the first seven months of the year, which is surely a creditable showing. Smith & Budd represent the *News* in the foreign field,

THE TOPSY ELEMENT IN ADVERTISING.

One vital point about an advertising campaign that many people seem to overlook is, that it will grow as it goes along, especially if it is a new campaign.

In reading the effusions of the ad critics one is continually being admonished to be sure that each advertisement is the best you can make it—don't be satisfied with the first or second writing, but rewrite it a dozen times if necessary, until you are certain it couldn't be improved. Pick your mediums so that they will be absolutely right, and so forth.

Poppycock! Why, if a business house succeeded in doing this it would need only one advertisement and a couple of mediums, because it would, at one bound, the very first time, have attained perfection.

An advertising campaign wants, first of all, a good strong spine in the shape of a plan. But the plan isn't the advertising—it is chiefly made up of things the advertising is expected to accomplish, flavored with a liberal tincture of the policy of the house. After that, allow plenty of margin for changes in argument and mediums, adapting the advertising to conditions as they develop or change. Leave room for expansion. Turn the advertising out, and let it grow up like Topsy.

One of the pupils of the veteran John E. Powers was advertising man in a paint and glass business. He showed the master some advertisements that covered every item in a great retail and wholesale stock, together with all the points of policy. Mr. Powers told him that he couldn't write that sort of an omnibus ad every day and have time for anything else, and advised him to take up just one point day by day and cover it in a little three or four inch single column announcement, and make his army as he marched, like Napoleon.

Business conditions change. The public changes with the seasons. Advertising must change, too, or become ossified. There was never

yet an advertising man so shrewd, or with so much experience of every kind of business as to be able to definitely lay out in advance a fixed advertising policy for even a corner peanut stand. For the moment a peanut stand begins to advertise effectively it begins to change its own public, and the character of its trade. It will bring to the surface new factors in competition, and set new standards of service. The business, in other words, will begin to grow, and the advertising must grow with it, and no man can foretell what a year may bring forth.

Through the country, in both retail and manufacturing lines, there are concerns that seem to have an absolutely fixed policy in advertising. Their copy is definite and certain. Nothing swerves them. Get acquainted with the men who conduct such advertising, however, and you will find them tireless experimenters, both in copy and mediums, continually trying something new, something different, and shaping policy by results. But nobody sees the experiments. They are conducted on a small scale, here an argument added, or a publication, and there another dropped. When the experiment develops something excellent, then it is added to the main campaign, and thus that appearance of solidity is secured.

No, advertising isn't writing a world-beating announcement the first time, nor waiting until everything is perfect before beginning. It's making a start somehow, and writing a better ad the second time through experience of shortcomings in the first, and doing better the second year, and hitting a good pace, and getting second wind, and going on, and on, and on.

JAS. H. COLLINS.

Elmer E. Clarke, general manager of the New Orleans *Item*, who was in New York last week, declares that since the paper moved into its new home in the building formerly occupied by the *World*, its business has greatly increased because of the improved facilities for handling editions which it now possesses.

WHERE SOLITUDE IS FOUND.

Here is an extract from the prospectus of a hotel in Switzerland:

"Weissbach is the favorite place of resort for those who are fond of solitude. Persons in search of solitude are, in fact, constantly flocking here from the four quarters of the globe."

—*Home Herald*.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

Tobacco and Sugar Beets



Will bring to the Janesville, (Wis.) Gazette field a million and a half or more in cash within the next six months. Best yield in point of quality in years. 35,000 population Southern Wisconsin; the Gazette's clientage share in this money.

JANESVILLE GAZETTE, Janesville, Wis.

Advertising Man

Thirteen years experience with magazines and agencies desires position with good house as solicitor, make-up man or inside executive position. Thoroughly familiar with all details.

Address "C. H." Printers' Ink.

Former **PHILLIPS' SERVICE** solicitors holding "Record Certificates" will learn something to their advantage by communicating at once with headquarters.

THE GREAT VALUE OF SINCERE ADVERTISING SERVICE.

WHY ONE ADVERTISING CAMPAIGN WAS A FIZZLE—STORY OF AN AGENCY THAT LET A CLIENT HAVE HIS OWN WAY—IMPORTANCE OF BACK BONE IN DEALING WITH ADVERTISERS WHO WANT THE WRONG THING DONE.

Not so very long ago an eastern agency—and no small one, either—had a very bitter but beneficial pill to swallow.

This agency was successful in getting a very nice account. Then it proceeded to do what is even more important—to *hold* that account. It allowed no one to go near the client. No copy writer, no artist, no one but several picked solicitors, who drew salaries three times as large as the men who actually planned the campaigns and wrote copy—all because of their "personality" and "diplomacy."

The campaign was planned and written with enthusiasm and with great ability. The copy men worked hard and sincerely and their recommendations represented strong and effective selling experience.

Then the solicitors, all shiny and shaved and scented, took the copy and the drawings to the client. And right then the fall-down occurred. The client, a gruff and hard-headed man, very wise in manufacturing, but very child-like in his grasp of advertising, "sat down" hard on about half of the recommendations. Perhaps he did it to show that he knew a little about advertising, too, or perhaps it was just his general cussedness. Anyhow he kicked, and "diplomacy" and "personality" made but a feeble resistance. The solicitors took back the copy, etc., and told the copy department in a matter-of-fact tone that the client didn't like this and that, and that he wanted—it this and that way instead.

Deep down in their hearts the copy men knew it was all wrong to do it the way the client insisted, and one was brave enough to say

so emphatically. But the solicitor, much more concerned about keeping the client pleased than about what was right or wrong advertising, just smiled and insisted on the changes. According to office law, the solicitor must be obeyed by the copy men; and the copy men would not risk a fight, so they smothered the promptings of their hearts and heads—and the fall-down passed on to them.

We'll cut the tale very short—the campaign was just so much punk, and made a ghastly failure. The client, as the failure grew more apparent, grew "rip-short-ing" mad. He called the smooth diplomats on the carpet before him. "I've given the campaign all the chance in the world," he said, wrathfully, "and the sales haven't advanced enough above our average increase to pay for cuts and postage! What's the matter? A friend of mine who is experienced in the advertising game says that our selling plan is all wrong. Do you men know your business, or don't you?"

The solicitors spoke up, snatching at an excuse. "Mr. A—," they said, "please remember that you *insisted* on that selling plan yourself. We had submitted another one originally—"

"Great heavens!" thundered the old man, "do you mean to say that you openly consented to see me walk into a hole, *knowing* I was wasting my money? What if I did want to do it the wrong way—wasn't I paying you to keep me from making mistakes? Gentlemen, my account goes somewhere else—to someone who knows the advertising business, and will be sincere enough to refuse to let me make horrible mistakes like this!"

And there you have it. It was a little rough of him to insist on making a mistake and then hold the agency responsible, but the principle is perfectly sound. When an advertiser wants to do foolish things, then nothing but a good backbone and moral courage can save the day. Even if the account is lost, the advertiser cannot fail to have respect for the sincerity and courage shown.

For it is time that advertisers

everywhere to realize this, that no business on earth is so dishearteningly beset with dangers, unless the advertising men with experience have a free hand to avoid the rocks and pull strong, uninterrupted strokes for the shore. The advertising men into whose hands are entrusted a campaign either are, or are not, capable of managing it; and if they are not, the sooner the account is taken away the better. There is much to be gained by suggestion and conference, but absolutely nothing by making a hodge-podge of ideas. No wonder advertising cynics have remarked that one-third of an advertising writer's time is taken up writing ads, and the other two-thirds defending them.

It is worth its weight many times over in gold to have advertising men of sound and thorough experience give you their absolutely sincere and thoughtful advice, and to let them carry out such of their plans to which no reasonable objection can be made, without attempting to foist ill-considered foibles and hobbies upon the campaign. There are not many such thorough advertising men, and those that there are are too busy making money for their clients to waste time on an advertiser who insists on carrying out his amateur ideas.

What would an engineer do if his client insisted upon running a steam engine without a governor? What would an electrical firm say to a client who wanted to put in a motor without a rheostat? Both, if they had a grain of sand, would tell the clients frankly what the consequences would be, and if they insisted, would refuse to have anything to do with the account. They couldn't afford to smirch their business reputations.

In advertising, however, many advertising men and agencies cleverly sound a client as to what his ideas of advertising are, and then play up to them. Many a magazine ad at which experienced ad men laugh or groan, has been inserted because the client conceived the brilliant idea at night, became enthusiastic about it, and his advertising men humored him



"You are looking cheery.
LIFE."

"Why not?"

**More advertising in my
September Numbers than
any similar month in my
twenty-six years of happi-
ness.**

And!

I am thinking of my
Thanksgiving special
always an extra measure of
cheer for reader and ad-
vertiser. I close my last
forms *October 22nd at
high noon.*

Can I serve you?

George B. Richardson

Mgr. Advertising Dept.

LIFE PUBLISHING CO.

19 West 31st Street New York City

by printing the awful thing. I know an advertiser of national reputation who one day got it into his head that his picture should appear in every ad. He had a leary eye, and his face would have scared off all his old customers. He had a painful session with his frank advertising agent, who refused point blank to run the picture. He stormed around a bit, but no man is more grateful now than he that he was spared that mistake.

It should not be true, as it is now, that nearly all advertising is a compromise between client and advertising man. That is why so much advertising is so poor.

Sincere service is more to be prized than rubies and fine gold. And it is almost as rare.

J. GEORGE FREDERICK.

So many of the magazines have sustained losses in advertising during the present year that it is of interest to know of one which has not been affected in this way. John Hawley reports that the *Associated Sunday Magazines* has made a consistent gain every issue from February to October over the corresponding months of last year. The indications for the coming year are that the gain will be much larger than this year, as the back cover has already been sold for 41 issues.

HELP! HELP!

TUKINA & Co.,
Bombay.

General Merchants and Commission
Agents.

BOMBAY, Aug. 25, 1908.

Editor PRINTERS' INK:

Send us please specimens or prices of comic cuts for single column adverts in Indian newspaper.

Also any good booklets for our fruit and provisions stores.

What is the value of Indian money with American dollars or cents?

TUKINA & Co.

HOW HE ADVERTISED.

Wife—"Be sure to advertise for Fido in the morning newspapers."

Next day the wife read as follows in the newspapers:

"Lost—A mangy lapdog, with one eye and no tail. Too fat to walk. Answers to the name of Fido. If returned stuffed, large reward."—*Philadelphia Inquirer*.

CALLS FOR A SHOW DOWN IN CIRCULATIONS

VREELAND-BENJAMIN
Special Advertising Agency
NEW YORK, Oct. 6, 1908.

Editor PRINTERS' INK:

Representatives of the Wilkes-Barre (Pa.) *Times-Leader* and also the manager of that publication are, we have been informed, making claims and showing statements of circulation to the effect that the average circulation of the *Times-Leader* is in excess of 17,000 daily.

The writer has before him what purports to be a copy of a sworn statement signed by Ernest G. Smith, as manager of the *Times-Leader*, under date of December 27, 1907, to the effect that the average daily circulation "Did not fall below 17,642 complete copies actually distributed during the period December 2d, 1907, to December 24th, 1907, excluding all returned copies and waste."

Mr. Smith in his affidavit swears that the statement is true and correct "According to the records on file in this office."

A few months after the period covered by the above statement, the price of the *Times-Leader* was reduced from two to one cent. It is, therefore, fair to presume that the circulation should have increased under the circumstances. Nevertheless, later and very recent circulation figures given out by the publisher of the *Times-Leader* are, we believe, considerably under the December quotation when the paper was a two-cent one. This seems rather strange. From information in our possession, we have been compelled to question the circulation figures of the *Times-Leader* in our solicitation as representatives of the Wilkes-Barre (Pa.) *Record*.

Hence, we suggest that the entire matter be cleared up so that justice shall be done all concerned in the matter. We, therefore, make the following offer.

We request that you secure the permission of the *Times-Leader* to allow a thorough examination into its circulation by a first-class public certified accountant to be selected by you, the investigation to be made under the management of PRINTERS' INK.

The examination to cover the period from December 1st, 1907, to September 1st, 1908.

A full report of the examination to be furnished to the *Times-Leader* and the undersigned, and the gist of it to be printed in PRINTERS' INK as a double-page advertisement.

If the examination shows the daily average net paid circulation of the *Times-Leader* during the period specified above to have been as many as 10,000 copies, we are to pay the total cost of examination and publication of report. If, on the other hand, the examiner's report shows the daily average net paid circulation for the period mentioned to have been less than 10,000 copies, the total expense is to be borne by the *Times-Leader*.

This proposition is an extremely fair one, particularly so in face of the fact that the statement of Ernest G. Smith,

referred to in the beginning of this communication, guarantees over 17,600 circulation last December, and when it is considered that the above statement covered a period before the price of the *Times-Leader* was reduced.

We shall be pleased to send you our certified check for the amount you think necessary to guarantee the expense involved at any time you call on us, and sincerely hope the publisher of the *Times-Leader* will agree to our proposition without delay.

If desired by the publisher of the *Times-Leader*, an examination into the circulation of the *Record* can also be made at the same time, and if the net paid circulation of the *Record* from December 1st, 1907, to September 1st, 1908, was not 60 per cent. greater than that of the *Times-Leader*, we will pay the entire cost of both examinations, otherwise, the *Times-Leader* to pay same.

VREELAND-BENJAMIN SPECIAL ADV.
AGENCY,

HOWARD DAVIS,
Treasurer.

MARKET FOR A SMALL PRESS.

NORFOLK, VA., Sept. 16, 1908.
Editor of PRINTERS' INK:

Can you give me the names of some dealers (second hand) or manufacturers who handle small printing presses suitable for private use? I want one for my own personal needs. An early reply will make me a grateful debtor to our old friend, PRINTERS' INK.

Yours,

J. H. REDDICK.

This is only one of many inquiries received by PRINTERS' INK. Are the dealers in second-hand presses and the manufacturers of small presses asleep? PRINTERS' INK is the medium which brings the buyer and seller, not only of printing presses, but of hundreds of other articles together to their mutual advantage. The first manufacturer or dealer in presses who places his ad in these columns will get many inquiries similar to the above.

UNIQUE NAMES FOR WINDOW SHOES.

The Florsheim shoe store has a window trim that catches the eye. The shoes look good and each one is ornamented with a card bearing the name and price of each shoe. The names are unique, being such as "The Swagger," "The Foot-Pad," "The Rialto," "The Ginger," "The Sport," "The Eton," "The Cambridge," "The Hobo," "The Limit," etc. A large card at the foot of the window trim says, "Foot Tramps." Three big cards done in red and green colors add to the trim's attractiveness.—*Shoe Retailer.*

The Sioux City (Ia.) Real Estate Association will shortly inaugurate an advertising campaign in the newspapers for the purpose of calling attention to the many advantages of the city as a location for manufacturers and business men.

The title of a well-known "coon" song slightly changed—"Every little bit taken from the prices you pay, makes expenses a little bit less," is used in an advertisement of The Crosby Bros. Co., Topeka, Kan.

WANTED! the Opportunity

There's a young man in Chicago who wants to become connected with a publication that has real advertising to sell, like

—Everybody's —McClure's
—Saturday Evening Post;

or, with an advertising agency that offers real service, like

—Calkins & Holden —N. W. Ayer & Son
—Long-Critchfield Corporation

Briefly, his specifications are:—22 years old; 4 years' experience in the newspaper and advertising business; 2 years as advertising solicitor and general utility man on a small morning daily (3,000 circulation); 2 years in various capacities on prominent class weeklies; first in charge of circulation, then in charge of the editorial end and the business departments, and more recently as advertising solicitor.

He has written a limited amount of advertising copy (some of which has been called good), has had experience as a reporter; is thoroughly accustomed to meeting people (but isn't what is generally known as "smooth"), and in a small way, has been a successful business developer.

One man, under whom he worked for 14 months, has written: "He has demonstrated his integrity, energy, persistence and loyalty to a degree that means much for the future." And the publisher of that small daily: "He has the capability to make good in any line associated with the advertising department of a publication."

His present salary is \$25.00 a week. He is willing to leave Chicago, if necessary.

The opportunity he is looking for is an exceptional one; but he believes he is that kind of a young man.

Address F. H. S., care Printers' Ink.

GOOD OPPORTUNITIES

are afforded young men to learn Advertising, by the Harlem Y. M. C. A. Evening Institute, which has installed a thorough and Practical Course in Advertising Instruction. Course commences October 13th. Enroll now. Call or write to

Young Men's Christian Association
11 West 128th Street

DO YOU DO?
Business With
PHYSICIANS, Sanitaria, Hospitals, Medical Schools, Etc.
The AMERICAN MEDICAL DIRECTORY
is a necessity to you. Send for descriptive circular.

AMERICAN MEDICAL ASSOCIATION
103 Dearborn Ave., Chicago

HOW PHYSICIANS ADVERTISED MANY YEARS AGO.

125 Manheim Street,
GERMANTOWN, PHILA., Oct. 4, 1908.
Editor PRINTERS' INK:

I thought you would be interested in the methods two physicians employed in advertising, which I found in *The Penny Magazine*, dated April 6, 1833.
GEO. E. JENKINS.

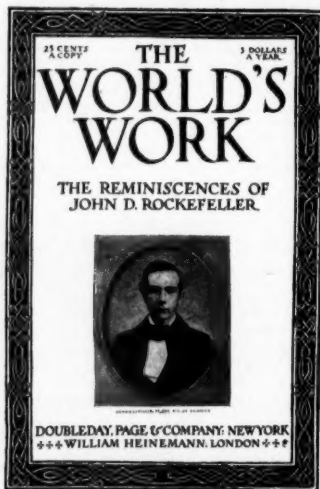
"Dr. F—, a physician of Montpelier, was in the habit of employing a very ingenious artifice. When he came to a town where he was not known, he pretended to have lost his dog, and ordered the public crier to offer, with beat of drum, a reward of twenty-five louis to whoever should bring it to him.

"The crier took care to mention all the titles and academic honors of the doctor, as well as his place of residence. He soon became the talk of the town. 'Do you know,' says one, 'that a famous physician has come here, a very clever fellow; he must be very rich, for he offers twenty-five louis for finding his dog.' The dog was not found, but patients were."

A poor physician, with plenty of knowledge and no practice, imparted his troubles to one of his friends. "Listen to my advice," says the other, "and follow it." The Café de la Régence is in fashion; I play at chess there every day at two-o'clock, when the crowd is thickest; come there, too; do not recognize me, and do not speak a word, but seem in a reverie; take your coffee, and always give the waiter the money in a piece of rose-colored paper: leave the rest to me. The physician followed his advice, and his oddity was soon remarked. His kind friend said to the customers of the coffee-house: "Gentlemen, do not think ill of this man because he seems an oddity; he is a profound practitioner; I have known him these fifteen years and I could tell you of some wonderful cures that he has performed; but he thinks of nothing but his books, and never speaks except to his patients, which has prevented me from becoming intimate with him; but if ever I am obliged to keep my bed, he is the doctor for me." The friend went on in this way, varying the style of his panegyric from time to time, till by degrees all his auditors consulted the doctor with the rose-colored paper.

PROFITING BY EXPERIENCE.

The man who has been persistent in advertising has gone to the top of the commercial ladder. The man who has failed to put his soul and strength into his advertising, who has grown discouraged easily, has dropped back to the bottom. Yet the new business men, the men who are just entering the lists of trade, who are just donning the armor for the strife, do not always profit by the lessons which others have learned. They try it for themselves, just as though the immutable laws of distribution and publicity change for them. They learn after a while, but some of them learn all too late to profit by it.—Michigan Tradesman.



The Rockefeller Reminiscences have already brought to "The World's Work" an increase of many thousands in circulation—over 50% in fact. As the old advertising rate is still available there is offered at the moment unprecedented value. Indeed "The World's Work" offers quality plus quantity at a bargain—but if this opportunity is to be nailed, prompt action is advised.

The facing page shows that the three distinctive magazines, *The World's Work*, *Country Life in America* and *The Garden Magazine* continue strong with advertisers. Some of the reasons in *The Advertiser's Almanack*; are you getting your copy? Address: Doubleday, Page & Co., New York.

OCTOBER MAGAZINES.

There is distinct encouragement in the appearance of the advertising sections of the October magazines. It is true that the amount of advertising in the aggregate is still somewhat under the figures of a year ago, but the losses are no longer startling. Several of the magazines are very close to their figures for October, 1907, and in a few notable instances there is a slight actual gain to be recorded.

In judging these statistics, it must be remembered that for an advertisement to appear in an October magazine, the advertiser must have made up his mind to the appropriation in the dog-days of August at the very latest, and probably much earlier in the summer. Things were undeniably dull then and it required nerve to order the expenditure of thousands of dollars when there could be no exact way of knowing whether business conditions would be favorable this winter or not. The advertisers who appear in the October magazines, therefore, constitute a sort of roll of honor. They show by their action that they have confidence in their own propositions and confidence in the country at large. All honor to them.

And while laurel wreaths are being passed out, don't forget the soliciting forces of the magazines themselves. It has been the hardest sort of discouraging work to get business even for gilt-edge mediums this last year. But the average solicitor has gone about among the offices of big business concerns preaching the gospel of sunshine and hope. If, in his inmost soul, he has been tainted with the prevailing pessimism, he has been careful not to show it. Who can say, when the full story of the panic of 1907-08 comes to be written, that a large part of the credit for a successful recovery will not be given to the cheery, breezy solicitor who has pursued his way on the highways and byways of commerce, energetically talking prosperity and looking the part every inch of him?

The magazine managers on

their part will not forget the advertisers who have stood by them during the dark days just past. If there are any plums to be handed out in the way of good positions or rate advantages, by all means let them go to the advertisers who proved themselves friends of the magazines during a period when every friend counted.

ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR OCTOBER

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	170	38,087
Ladies' Home Journal (cols.)...	183	36,600
McClure's.....	144	32,312
System.....	141	31,710
Cosmopolitan (Nov.).....	128	28,703
Country Life in America (cols.)	150	27,400
Munsey's.....	121	27,272
Review of Reviews.....	121	27,244
Woman's Home Comp'n (cols.)	129	25,847
American Magazine.....	99	22,330
World's Work.....	90	22,330
Sunset.....	92	20,720
Scribner's.....	86	19,443
Harper's Monthly.....	81	18,326
Pacific Monthly.....	79	17,619
Delinicator (cols.).....	127	17,377
Designer (col.).....	82	16,455
New Idea (cols.).....	81	16,250
Red Book.....	63	14,112
Pictorial Review (cols.).....	83	14,050
Ladies' World (cols.).....	70	14,034

CHICAGO NEW YORK LONDON

SYSTEM

THE MAGAZINE OF BUSINESS

May 25, 1908.

The fact that we have carried an advertisement with you ever since I took charge of the advertising department of this Company nearly three years ago, shows that we believe that *System* is a profit bringing advertising proposition.

Since last August our return cards show that we have sold more than \$16,000.00 worth of time recorders from inquiries received from *System* during which time we paid you about \$800.00.

Yours very truly,
INTERNATIONAL TIME RECORDING CO.
C. S. Conner,
Adv. Mgr.

SYSTEM

THE MAGAZINE OF BUSINESS

CHICAGO NEW YORK LONDON

Outing Magazine.....	59	13,237
Housekeeper (cols.).....	65	13,051
Success (cols.).....	77	12,992
Uncle Remus's Magazine (cols.).....	66	12,686
Broadway Magazine.....	53	12,054
Modern Priscilla (cols.).....	71	11,984
Technical World Magazine.....	52	11,844
Book-Keeper.....	50	11,228
Ainslee's.....	48	10,836
Harper's Bazar.....	48	10,787
McCall's Magazine (cols.).....	78	10,651
Pearson's.....	46	10,416
Van Norden.....	46	10,370
Current Literature.....	46	10,304
Argosy.....	45	10,248
Garden Magazine (cols.).....	72	10,084
Suburban Life (cols.).....	58	10,076
World To-Day.....	43	9,751
Field and Stream.....	43	9,660
Spare Moments (cols.).....	55	9,580
Theatre Magazine (cols.).....	52	8,980
Outdoor Life.....	39	8,750
Putnam's and The Reader.....	38	8,680
House Beautiful (cols.).....	61	8,624
American Homes and Gardens.....	43	7,445
Strand.....	33	7,420
Metropolitan.....	33	7,392
Popular Magazine (Nov.).....	32	7,336
Human Life (cols.).....	39	7,215
All-Story.....	29	6,643
Atlantic Monthly.....	27	6,160
House and Garden (cols.).....	43	6,090
Smith's Magazine.....	24	5,502
Appleton's.....	21	4,914
Lippincott's.....	21	4,879
Blue Book (Nov.).....	20	4,480
Recreation (cols.).....	25	4,300
Smart Set.....	14	3,164
St. Nicholas.....	14	3,136
Scrap Book.....	4	896
Peoples' (Nov.).....	3	672

ADVERTISING IN THE LEADING WEEKLY MAGAZINES FOR SEPTEMBER

(Exclusive of Publishers' own advertising)

Week ending September 6:	Cols.	Agate Lines
Saturday Evening Post.....	71	12,311
Collier's.....	38	7,318
Independent (pages).....	32	7,238
Life.....	37	5,180
Outlook (pages).....	18	4,060
Literary Digest.....	28	3,957
Vogue.....	22	3,444
Leslie's.....	16	3,261
Associated Sunday Magazines.....	17	3,204
Scientific American.....	12	2,411
Youth's Companion.....	7	1,410
Illustrated Sunday Magazine... 6	6	1,232

Week ending September 13:	Cols.	Agate Lines
Saturday Evening Post.....	75	12,900
Collier's.....	39	8,190
Literary Digest.....	41	5,817
Outlook (pages).....	25	5,684
Independent (pages).....	14	3,318
Associated Sunday Magazines.....	15	2,925
Life.....	18	2,534
Vogue.....	12	1,960
Scientific American.....	8	1,773
Leslie's.....	8	1,666
Youth's Companion.....	6	1,288
Illustrated Sunday Magazine... 5	5	1,006

Week ending September 20:	Cols.	Agate Lines
Vogue.....	192	29,442
Saturday Evening Post.....	80	13,760
Collier's.....	71	13,588
Literary Digest.....	34	4,823
Youth's Companion.....	20	4,165
Outlook (pages).....	15	3,388
Life.....	23	3,220
Associated Sunday Magazines.....	17	3,198
Scientific American.....	16	3,178
Leslie's.....	15	3,116
Independent (pages).....	10	2,414
Illustrated Sunday Magazine... 7	7	1,468

Week ending September 27:

Saturday Evening Post.....	120	20,760
Outlook (pages).....	78	17,633
Collier's.....	44	8,492
Literary Digest.....	47	6,671
Associated Sunday Magazines.....	27	5,155
Vogue.....	21	3,302
Life.....	19	2,702
Leslie's.....	14	2,414
Independent (pages).....	9	2,172
Scientific American.....	9	1,907
Illustrated Sunday Magazine.....	8	1,583
Youth's Companion.....	7	1,519

Week ending October 4:

Saturday Evening Post.....	97	16,793
Vogue.....	84	8,323
Collier's.....	43	8,205
Life.....	52	7,387
Independent (pages).....	29	6,650
Literary Digest.....	43	6,068
Outlook (pages).....	23	5,222
Associated Sunday Magazines.....	25	4,683
Illustrated Sunday Magazine.....	15	2,885
Scientific American.....	12	2,751
Leslie's.....	12	2,528
Youth's Companion.....	8	1,719

Totals for September:

Saturday Evening Post.....	76,524
Vogue.....	46,471
Collier's.....	45,793
Outlook.....	35,987
Literary Digest.....	27,556
Independent.....	21,792
Life.....	21,023
Associated Sunday Magazines.....	19,165
Leslie's.....	12,975
Scientific American.....	12,029
Youth's Companion.....	10,101
Illustrated Sunday Magazine... 8,168	

CAN IT BE POSSIBLE?

One of the highest-paid advertising writers in the country owes his present position to writing his application in the shape of a four-stanza poem that happened to catch the employer's fancy. It showed that essential, originality:

"Keep this letter, and if you can
Find a place for an ad-writer man,
Just let me know, dear sir, at once,
And I'll try to show that I'm no dunce."

SCRANTON, PA., Sept. 22.

Editor PRINTERS' INK:

The above item from *The Circle* for September interested me. Maybe it will interest you. Many beginners in the advertising world now write their advertisements in verse. This item will encourage them to write their letters also in verse, so advertisers may look out for a flood of poetry. O pickles!

Question: Do you think originality is the essential quality of an advertising man?

S. ROLAND HALL.

A RHYMSTER COBBLER.

R. Bruce, of Bedford, England, advertises as follows:

"Robert Bruce lives here,
Repairs boots well, but not too dear;
And if a new pair is desired,
He'll make them of the size re-
quired."

Boston Notes

Some additional copy is going to November and December magazines for the advertising of the Iver Johnson Co. This is additional space on the old contract. No new contracts will be made until the last of the year.

Wood, Putnam & Wood are offering an exchange arrangement with the Hotel Lenox and Hotel Brewster to the leading magazines.

Ellis & Dowst, 10 High St., are making up a list of daily newspapers for the advertising of Clincher Rubbers. The campaign runs for three months during the winter season and the space contracted for is 252 inches.

P. F. O'Keefe Agency is putting out some additional orders for the advertising of Ivers & Pond Piano. This business is going to New England dailies and weeklies.

Wood, Putnam & Wood are putting out a few contracts for the advertising of Shepard, Norwell Co. announcing its line of fall goods. This agency is also placing orders for the tour advertising of H. W. Dunning & Co. and Rev. L. D. Temple.

F. E. Sturgis, formerly with the F. P. Shumway Co., is now associated with the Boston office of the George Batten Agency, Tremont Building.

The Granville S. Standish Agency, Providence, R. I., is sending out orders for the advertising of D. J. Mahler of that city.

A large list of general publications is being used in November by Hewes & Potter, advertising Bull Dog Suspenders. The contracts are placed by the Shumway Agency.

The Hinds Honey of Almond Cream Co., Portland, Me., is conducting an extensive campaign in women's publications and general magazines on a guessing contest. Full page copy is used, the contracts going out through the Morse International Agency, New York.

E. J. Goulston, 17 Milk St., is handling the publicity of the Oak Grove Farm. He has just published a booklet for them showing the sanitary conditions and general excellence of this well-known farm.

The Knox Automobile Co., of Springfield, Mass., is sending one of their new 1909 model cars on a tour of New England. Large half page advertisements are placed in the papers of the cities in which demonstrations are given. The contracts are placed through the F. P. Shumway Co.

There is a Reason

See page 25 in this issue of
PRINTERS' INK
and note the position of **SUNSET**
in amount of advertising carried in
the leading magazines.

Sunset

is the magazine of the Pacific Coast and all the great country west of the Rockies. It has the largest circulation of any magazine published in the West.

Write for rates, letters from
Satisfied Advertisers
or any other information to

SUNSET MAGAZINE
948 FLOOD BUILDING
SAN FRANCISCO CAL.

Newspaper Plant For Sale Cheap

Because of recent installation of two quadruple color presses and new stereotype outfit, the New Orleans *Item* offers for sale one Scott 3-deck, straight-line, 7 or 8 column printing press, with extra color deck, complete with stereotype machinery, blankets, rollers, etc. Stereotyping outfit includes a number of new pieces, and roller matrix machine. Also two 35 horsepower electric motors, and if desired, steam engine and boiler. This outfit has been printing an edition of approximately 30,000 daily, and Sunday, with color sections on Sunday, and is for sale only because necessity for larger mechanical facilities.

Address
FREDERICK I. THOMPSON,
225 Fifth Ave., New York City,
or James M. Thomson,
care The New Orleans *Item*,
New Orleans, La.

A PROPOS

PUBLISHER "THE CHRONICLE,"
Augusta, Ga.

Dear Sir: About a week ago a large general advertiser of this city state *Chronicle* had a 25 per cent. larger paid circulation in the city of Augusta than his usual contract if, on investigation, this did not prove true. Other similar claims to advertisers and advertising agencies here by Mr. Hanson, and as these of your city, and being desirous as the foreign representative of the *Augusta Herald* from the publisher of the *Augusta Herald* to make you the following proposition

We will permit an examination of the records of the *Augusta Herald* by a of the *Augusta Herald* from January 1st to October 1st, you to do likewise, the *Herald* does not exceed the paid city circulation of the *Chronicle* twenty-five total paid circulation of the *Herald* does not exceed the total paid circulation of

Believing that you desire the truth to be known equally as much as ourselves. We will publish this offer in *PRINTERS' INK*, issue of October 14th, and will send country with the fact of your acceptance or non-acceptance.

Most

THE R

MR. IRVING J. BENJAMIN, PRESIDENT, VREELAND-BENJAMIN SPECIAL ADV. AGENCY

Absence from city has prevented earlier reply to yours, Sept. 29. Understand, however, that *Herald* recently conducted voting contest which temporarily would be with normal records. We particularly desire a full and honest com

ACTION

IRVING J. BENJAMIN, President,

Vreeland-Benjamin Special Adv. Agency, New York City.

Dear Sir: We are in receipt of your recent favor regarding the investigation. At the present time our investigators are engaged in another part of the *Augusta* investigation within two weeks, and will complete it as rapidly as our auditors will work.

We will advise you within a few days the exact date our work will s

PROPOSITION

NEW YORK, September 29, 1908.

iser of this city stated to the writer that your Mr. Hanson had told him that the
 city of Augusta than the *Augusta Herald* and a larger total paid circulation city and
 in question to Augusta and return, and give him, free, the amount of space covering
 re true. Other similar statements have been repeated to the writer as having been made
 n, and as these claims did not square with the claims of the publisher of the *Herald*
 ntative of the *Augusta Herald* to know the truth, we asked and have obtained permis-
 you the following proposition:

you the following proposition:

Augusta Herald by a representative of PRINTERS' INK of this city as to the paid circulation of you to do likewise, and we will pay all expenses involved if the paid city circulation of the *Chronicle* twenty-five per cent., and we will likewise pay all the expense involved if the total paid circulation of the *Chronicle*, otherwise you to pay expense of the investigation. If, as much as ourselves, we shall await your desirable acceptance of this proposition. On the 14th, and will send a copy of same to every advertiser and advertising agency of the

Most respectfully,

VREELAND-BENJAMIN SPECIAL ADV. AGENCY,

Irving J. Benjamin, President.

THE REPLY

AUGUSTA, GA., Oct. 6, 1908.

SPECIAL ADV. AGENCY, 225 FIFTH AVE.:

ours, Sept. 29. Of course, we accede to proposition as stated. You will understand which temporarily swelled both circulation and collections, and only fair comparison and honest comparison and always have.

THOS. W. LOYLESS.

Ed. and Mgr. *The Augusta Chronicle.*

ON TAKEN

October 9, 1908.

City.

another part of the country, but will complete their work next week. We will start complete it as rapidly as possible, taking into consideration the thoroughness with which

Yours very truly,

PRINTERS' INK PUBLISHING COMPANY.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: NO. 10 SPRUCE STREET,
NEW YORK CITY.
Telephone 4779 Beekman.

President, J. D. HAMPTON.
Secretary, J. I. ROMER.
Treasurer, H. A. BIGGS.

The address of the company is the address of the officers.

London Agt., F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, Oct. 14, 1908.

Effects of Reduced Postage

It will be interesting to see what influence the reduction in ocean postage from five to two cents will have in stimulating the business relations between the United States and Great Britain. Hitherto the high rate has undoubtedly been instrumental in deterring publishers and manufacturers from employing the mails as a medium for interesting foreign buyers in American products. With a two-cent letter rate in force it is entirely probable that the volume of trade will be greatly stimulated.

An English publisher recently stated that one effect of the reduction in postage would be the inauguration of a vigorous campaign to induce American advertisers to extend their business in Great Britain by making use of the newspapers and magazines of that country.

A similar campaign will doubtless be undertaken by our own publishers in England. The number of foreign advertisers whose announcements appear at present in American periodicals is indeed small, and there seems to be no reason why it should not be great-

ly enlarged under the stimulus that the reduced rate of postage will give.

Real Estate Ad Record Broken

How far it is profitable to go in advertising real estate in the daily newspapers is a question that has never been settled to the satisfaction of operators in that business. Experience has shown that page ads are many more times effective than half pages. A few years ago two single pages printed in one of the popular evening newspapers in New York sold eighty thousand dollars' worth of lots in a nearby suburb, a record which we believe has never since been broken.

More recently double page ads have been employed with great success by several large operators in New York City, but these have been confined to one or two mediums. It was probably due to the large number of sales that followed the publication of ads of this size that Wood, Harmon & Co., of New York, recently decided to outdo all its previous advertising efforts in real estate publicity by using double pages in the *Herald*, *Times*, *Evening Journal*, *Evening World* and *Brooklyn Eagle* and 1,250 lines in the *Globe*, *Mail*, *Telegram*, *Standard Union*, and *Tribune* on Sept. 26 and 27 through the Siegfried agency to advertise its Midwood Manor property. The cost of this twenty-four hours' campaign for space alone was \$6,600.

Just what the actual results of this very large expenditure were we have not been able to ascertain, but we are assured that the company considers its money well spent.

Among the addresses scheduled for the third annual meeting of the Federation of Trade Press Associations in the United States, which is being held this week in Chicago, are the following: "A Higher Plane for Trade Paper Advertising," by E. D. Gibbs, president of the Associated Advertising Clubs of America; "The Trade Paper Minus the Advertis-

ing Agency," by John A. Hill, of the John A. Hill Publishing Co., New York; "The Trade Paper Plus the Advertising Agency," by Robert Tinsman, of the Root Newspaper Association; and "The Relation of the Advertising Agency to the Trade Newspaper," by Frank Presbrey, New York.

Hawthorne Now an Ad Man

To forsake a business in which a man has made a comfortable fortune at the very height of his success and take up an occupation with which he is unfamiliar is a hazardous undertaking, especially when he invests all his capital in the enterprise.

But this is what Julian Hawthorne, the author, journalist and historian has just done, according to a letter recently sent out by him to persons whom he is trying to interest in a mining proposition. In other words he has joined the noble army of advertising promoters. In discussing his qualifications for the position with his associates in the company he put up this argument:

"I happen to be the only one of us, whose name, advertised through my connection with literature and journalism, is widely known. I know how to write. I was also educated as an engineer, and practiced for some years; but that is not important. I am one of the Company, and for what I may do in its behalf, I shall have no broker's fees to charge. Let me write the letters to accompany our prospectus. One of the main difficulties in the way of the ordinary prospectus is, to induce people to whom it is sent to read it; in nine cases out of ten it goes unread into the waste-paper basket. But a letter written by me and with my name signed to it, will attract the attention of curiosity,—“What can Hawthorne, the literary man, be doing with a mine?” That curiosity may save our prospectus from the wastepaper basket in five cases out of the nine. And if that be accomplished, our battle is half won; for nobody who reads our prospectus, and realizes what it means, will feel that he can quite afford to ignore it.”

Mr. Hawthorne will find in his new field of endeavor an opportunity to exercise all of the talent he may possess, not in the same way, perhaps, he has used it hitherto, but in a manner that may bring to him far greater returns in the way of cash.

An interesting series of articles on "Advertising Rate Cards for Newspapers," written by O. F. Byxbee, is now appearing in *The Inland Printer*. If there is any one thing that is a source of vexation and trouble to the business or advertising manager it is the rate card. Mr. Byxbee in his first article disposes of the arguments in favor of a sliding scale based on any other principle than the number of inches in each contract.

Advertising men who have had dealings with the New York *Tribune* will be interested to know that Nathaniel P. Tuttle, for twenty-five years its secretary and treasurer, has resigned. His successor is James M. Barrett, his assistant.

In proof of the statement that there is no business depression in Iowa, the Des Moines *Capital* calls attention to its gains in advertising during the nine months of the present year. According to the figures submitted it has printed 19,138 more inches of advertising than during the corresponding months of 1907.

The first fall dinner of the Six Point League of New York, which took place at Keen's Chop House on Thursday evening, was characterized by an abundance of good fellowship with just enough of the flavor of business to make the occasion profitable as well as entertaining.

Recruiting for the Army and Navy

A dispatch from Washington states that with the return of prosperity and the consequent re-opening of many industrial plants during the last month there has been a marked decrease in the number of applications for enlistment in the army and navy at the several recruiting stations.

In hard times it is the most natural thing in the world for men out of work to look to Uncle Sam for employment. There is always room in the army or navy for those physically perfect and while

the pay for recruits is probably not so large as they could earn in civil life it is, at least, a living.

Now, with returning good times, it will be interesting to note whether the government will increase its advertising appropriation to get good men to join the service.

For the last two years some very effective advertising has been done and a large number of desirable men have been enlisted. If the government expects to attract the right kind of recruits it will be obliged to make special use of printers' ink.

Helping the Advertiser

Publishers of magazines and newspapers are taking a greater interest in the success of their advertisers and are giving them far better service and help than formerly. While they have always been willing to render assistance when asked, they have not until within a few years invited advertisers to bring their publicity problems to them.

The preparation of copy is not legitimately the work of the publisher, but there are at present quite a number who will not only write the advertisements but will illustrate them and make duplicate plates for the client without charge.

The *Cosmopolitan* magazine has recently taken a step further in its voluntary service to patrons. It has established a department of advertising information by which it hopes to come into closer touch with national advertisers.

The duties of this department include first, the collection, preservation and study of the advertising literature and follow-up systems employed by *Cosmopolitan* advertisers; and second, the gathering and dissemination of all kinds of statistics in regard to the magazine, and especially such as relates to circulation, distribution, the classification of readers, and advertisers, etc.

S. C. Spalding, who has charge of this department, is making a determined effort to ascertain the results of advertising in the *Cosmopolitan*, but thus far he de-

clares that he finds it about as difficult to get definite information as it is to pull an alligator's back teeth.

The study of advertising has become so popular in New York that five schools have established courses in the subject. They are the Twenty-third St. Y. M. C. A., which was the first; the New York University School of Commerce, Accounts and Finance, the Bedford St. Y. M. C. A., the Lord Evening School of Advertising and the Harlem Y. M. C. A. The Harlem class will hold its first session October 13. The course of instruction will be under the direction of J. S. Voorhees, of the Voorhees & Co. advertising agency.

The *Oklahoman*, of Oklahoma City, has completed a census of the business and occupations of its subscribers. During the time the census was being taken the week day average circulation of the paper was 27,272 and the Sunday average circulation was 31,040. The occupations of 20,008 subscribers was learned, and of these farmers head the list with 6,407 names, followed by merchants to the number of 3,247.

When business is good advertise—to let the world know what you have to offer. When business is dull advertise—to let people know you are still selling goods.

Out in Talbot, Indiana, is a merchant named Faker—W. E. Faker. In a recent issue of the *Fowler, Ind., Review*, Mr. Faker had a five-inch double-column advertisement containing these words in the upper left-hand corner:

W. E. FAKER,
Dealer in

Hardware and Implements, Buggies,
Paints and Patent Medicines.
Talbot, Indiana.

This occupied one and one-half inches, and the balance of the advertisement was white space. Mr. Faker's advertising will be apt to turn out a fake unless he utilizes the space to better advantage.

National Salesmanship

¶ The standard of advertising value is *selling-power*. As an individual you may like Collier's—or some other publication. Wise advertisers do not allow their likes or dislikes to influence their choice of an advertising medium.

¶ It is the *subscribers* who give advertising value to a publication. The greater *their* regard for a publication the greater their response to the advertising they find therein.

¶ Collier's subscription income is greater than that of any other publication in America. This fact is convincing evidence of the high esteem in which Collier's is held by the discriminative public—and is consequently the explanation of Collier's unique success as an advertising medium.



Collier's
The National Weekly



E. C. PATTERSON

Manager Advertising Department

NEW YORK

BOSTON

CHICAGO

New Idea in a Piano Book

Piano catalogues are bulky. There isn't very much to say about any piano, unless it is a mail order instrument—then the catalogue shows every hammer, string and screw. The chief point in a high-class piano catalogue is to tell how many years the company has been making pianos, what a lot of care is given to them, how the manufacturer's organization is made up of generation after generation of workmen, father and son working at the same bench side by side, highest artistic ideals, endorsements by a few dozen grand opera singers, and so on. After that, show pictures of the pianos.

Here is where the bulk comes in, usually. For a piano is an awkward piece of merchandise to show in a picture. It takes a wide page, and thus the piano catalogue, to be impressive, must often be made too large to slip into the pocket, or is crumpled in the mails.

A new idea has been embodied in the latest catalogue of Hardman Pianos, made by Hardman, Peck & Co., New York. The pages of this book are all double, and each opens out like the big center spread in the *Saturday Evening Post*. By such a device it is possible to print large pictures of the instruments, and at the same time make the catalogue only half the width of the ordinary piano book. The result is a handy volume that loses nothing by its convenient size. Another excellent point is the bringing together at the back all dimensions, prices, particulars of case materials, etc., usually printed under each instrument. This book was arranged and printed at the *Cheltenham Press*, New York.

Proper Education

The September issue of *Trust Companies* has an article dealing with "Educational Financial Advertising," in which Harry D. Robbins, the advertising man of N. W. Halsey & Co., reviews the publicity of the bond houses in

magazines. Mr. Robbins' conception of advertising "education" is not the customary one, for instead of using advertising to tell people how much the advertising man knows, he prefers telling the reader many things the latter already knows but needs to be reminded of. He says, in part:

In preparing educational copy, it is necessary to consider the mental processes of the reader. True education has been analyzed as of two parts: 1st, the drawing out or development of man's latent powers; 2nd, the filling in of useful information. If advertising is intended to truly educate the reader to the advantages of buying the goods which the advertiser has for sale, it must give the reader a chance to develop the proposition in his own mind through exercise of his positive faculties of analysis, comparison, recollection, observation, concentration, reason, judgment, enthusiasm, imagination, etc. (It should be borne in mind that the more intelligent and morally sound the reader is, the higher the development of this positive faculties.) Then supplement with useful information concerning the proposition advertised. This is not so difficult as it may at first seem. It merely requires an application of the "Law of Suggestion," which is of proven service in causing a man to sell himself, though arousing his interest and leading him to work out to their logical conclusion arguments that the advertiser may not think it wise to fully present, and which, if he did, might necessitate an unwarranted expense. It may be more difficult to achieve results this way, but it is likewise less expensive. Further, when one has become convinced, through the processes of his own mind, he is a much more satisfying customer than one who is led to buy through the advertiser's persuasive influence, without regard to his own conviction in the matter. Such a one is just as likely to deal with your competitor to-morrow. Permanent customers are by far the more desirable. Mr. Arthur Brisbane, in a recent address, explained how an advertiser could make 50 lines of copy do duty for 100 or 200 lines. He said: "Let the advertiser so frame his copy that it suggests to the mind of the reader a great deal more of argument than is actually printed. Thus, while the advertiser pays for, say, 50 lines, he is actually presenting to the mind of the reader matter which, if printed, would occupy a much greater space, thereby getting the benefit of advertising space which he is not called upon to pay for, also benefiting by the co-operation of the reader's mental processes."

W. R. Kopald has been appointed western representative of *Toilettes, Dry Goods and Modern Methods* with headquarters in Chicago.

PROSPERITY OF THE FARMER.

"What One Camera Saw in One Day" is the title of an interesting booklet put out by *Farm and Fireside*, Springfield, Ohio. It tells something of the prosperity of the farmer and deals with a typical Ohio city of 7,500 population located in an agricultural section. This town draws trade in one direction for twelve miles, in another ten, another nine, and another seven; making a total area of approximately eighty square miles with a population of about 25,000. Trolley lines run through the territory and bring many farmers and their families into town every week.

A few interesting statistics compiled from two dozen farms visited shows the following figures:

Rural Free Delivery, 100%.

Own their land, 75%.

Average acreage, 93 acres.

Telephones, 60%.

Rent their land, 25%.

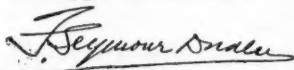
Average value per acre, \$75 to \$100.

Each of the ten pages of the booklet contains excellent photographs of farmer homes, both exterior and interior views; some of the town's stores in which the farmer shops, which seem to carry all the well-advertised lines and compare favorably with stores in larger cities. The last page is devoted to a table of figures giving, approximately, the population of Champaign County, Ohio, with the value of crops raised in 1907 and showing that these farms produced in that year \$106.15 worth of crops for every man, woman and child in the county.

The *American Paint and Oil Dealer*, St. Louis, Mo., made its initial appearance with the September issue. The first number carries enough advertising to warrant the belief that the paper has a life of usefulness and prosperity ahead of it. Allen W. Clark is the editor and publisher.

Renewal contracts are going to newspapers from the Homer W. Hedge Co., New York, for the advertising of Underberg Bitters.

The Post Office has declined to accept our fac-simile typewritten letters for mailing under one cent postage, without a signed statement that they are not individually typewritten but are reproduced in quantities on our Typewriter Press.



President, American Letter Co.

The American Letter Co., 64 Fulton St., New York is a unique organization which executes selling campaigns in their entirety. With its modern printing plant; its fac-simile letter department, addressing and mailing department and a corps of over 200 people skilled in every branch of mail-order work, it will relieve you of all detail, and at a cost which makes this service profitable to YOU.

Business Going Out

New fall copy for Royal Baking Powder is appearing in newspapers.

Copy for the H. & D. Folsom Arms Co. is going to a few metropolitan dailies from Foster Debevoise, New York.

The Central Book Co., Rockville Centre, N. Y., is using space in magazines and western newspapers to advertise the book "Disinherited," by George Wallace. The business is placed by Dauchy & Co. and W. H. H. Hull & Co., both of New York.

Quarter page Shredded Wheat copy is being sent out by the Frank Presbrey Co., New York, to a general list of newspapers throughout the country. This is in addition to the regular fall list.

The Batten Co., New York, has secured a new account—the Naum Reag Steam Cotton Co. Women's publications will be used to exploit its products.

Newspapers in towns of 80,000 or more population are receiving copy for Huyler's from Louis Lewis, New York, a total of 392 lines to be used in ten insertions.

The Berlin Remedy Co., New York, is asking rates from newspapers.

J. C. Ayer & Co., Lowell, Mass., are making renewal and new contracts with newspapers in smaller cities in the United States and Canada.

The advertising for Hunter whiskey has been cut down, in some cases entire cities having been left out, prohibition laws and business depression being the cause. The business is handled by the Sandlass Agency, Baltimore.

Col. Harding, of the Humphrey Homeopathic Medical Co., New York, is sending orders to newspapers direct.

The Butterick Co., New York, will use page and half page copy in leading daily papers about the middle of November to advertise its Christmas numbers, the business to be placed through several agencies.

The Frank Presbrey Co., New York, is starting the fall advertising campaign on "Pinehurst," with page copy in an extended list of standard magazines.

The H. W. Price Co., Rockford, Ill., is using 5 inches, 13 insertions, in newspapers, to advertise its gloves. The Cramer-Krasselt Co., Milwaukee, places the business.

Albert Frank & Co., New York, are advertising a new departure of the North German Lloyd — "Oriental Cruises." A list of about 80 newspapers and 15 or 20 magazines and weeklies is being used. Fifty lines, double column, is used in newspapers and standard magazines are carrying 4 to 6 page inserts.

W. M. Pearsall, New York, is sending copy to newspapers for the Morris Furniture Co. and the Goodyear Raincoat Co.

Six time orders are going to magazines and class publications from the Blackman Co., New York, for the Staples Valve Co., Newburgh, N. Y., makers of the Unique Flush Tank and Closet. The advertiser is new in the field.

Display and classified copy is being sent to daily papers and magazines by the Stanley-Way Agency, New York, to advertise the "Berger" suspender.

November magazines are receiving copy (2 page inserts) from Albert Frank & Co., New York, to advertise the Cunard Line.

Andrews & Coupe, New York, are asking rates from newspapers on 2,500 and 5,000 lines, financial business.

Ten thousand line contracts are being made with newspapers by Hill & Stocking, Pittsburg, for the financial advertising of J. S. & W. S. Kuhn.

The P. F. O'Keefe Agency, Boston, has secured the Colt Firearm account.

The Grand Union Hotel, New York, is sending out yearly orders to a general list of eastern newspapers through the Frank Presbrey Co., New York.

The Homer W. Hedge Co., New York, is handling the advertising of the Catholic Encyclopedia, the Werner Company, St. Hubert's Guild, the Associated Libraries and the John McBride Co.

Nelson Chesman & Co., New York, are sending orders to newspapers for the Matheson Automobile.

Renewal orders (2,500 lines) are being sent to newspapers by the Snitzler Agency, Chicago, for the Cooper Pharmaceutical Co.

Albert Frank & Co., New York, announce that December numbers of magazines will probably be used for advertising the White Star Line.

A POLICY OF DOUBTFUL EXPEDIENCY.

A leading New York retail clothing store announced some time ago "a double necessity sale" to close out the season's surplus stocks and also, so the ad read, "because money must be raised to pay for the additions and improvements to our building now under way."

It is a question whether it is politic to publicly advertise that a store is in need of money to carry on or properly develop its business, and that to get this money it must sacrifice its stocks. While, of course, such statements may not affect the credit of a house with its wholesalers—who know better—advertisements of this nature are, even allowing for the discount which the public concedes to advertising exaggeration, very likely to weaken the store in the eyes of its patrons.

The average person likes to patronize a wealthy store. No one cares for a store that is supposed to lead a hand-to-mouth existence, "always dragging the devil by the tail," because, obviously, such a place cannot always afford to take advantage of the best merchandising opportunities or afford the best service.

Yet many successful stores are frequently guilty of the advertising inconsistency a few days later, or perhaps the very next day in the same paper, of following such an announcement as that noted above, by the old stock argument that on account of the store's unequalled command of ready money it has been able to secure merchandise "below cost of production," or something of that nature.

It is hard, indeed, to realize how any successful establishment can needlessly assume such an undignified cheapening position, even to secure some imaginary temporary advantage.

Walter A. Tice, formerly with the Foster Debevoise Agency, New York, has joined the staff of the William J. Morton Special Advertising Agency.

Electrotypes vs Stereotypes

Which is Cheaper?

Printing quality considered, electros are cheaper. Especially when "Rapid" makes them, as our prices for electros are as low or lower than others charge for stereotypes.

We'll give you

Better Plates Better Service Better Prices

With the largest and best equipped electrotyping plant in the world, capacity 90,000 column inches a day, located within 24 hours of three-fourths of all publications, we are in a position to give quicker service, lower prices and save you expressage on your advertising plates.

Give us a trial—that's all we ask. Write for prices today and sample of our (hold-fast) interchangeable base.

THE
RAPID
Electrotype Co.

Advertisers' Block
CINCINNATI OHIO

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL of HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.



ALABAMA

Birmingham, *Ledger*, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

Montgomery, *Journal*, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA

Phoenix, *Republican*. Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Repts., Tribune Bldg.

ARKANSAS

Fort Smith, *Times*. Daily aver. 1907, 4,188. Largest circulation in city of 35,000.

CALIFORNIA

Oakland, *Enquirer*. (Consolidation Enquirer and Herald.) Average Aug., 1908, 49,608. Largest circulation in Oakland guaranteed.

Sacramento, *Union*, daily. The quality medium of interior California.

COLORADO

Denver, *Post*, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 53,392; Sunday, 82,788.

13 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, *Evening Post*, Sworn daily, year 1907, 11,948. Bridgeport's "Want" Medium.



Bridgeport, *Morning Telegram*, daily. Average for Aug., 1908, sworn, 12,492. You can cover Bridgeport by using *Telegram* only. Rate 1½¢. per line flat.

Meriden, *Journal*, evening. Actual average for 1906, 7,890. Average for 1907, 7,743.

Meriden, *Morning Record and Republican*. Daily average 1906, 7,672; 1907, 7,769.

New Haven, *Evening Register*, daily. Annual sworn average for 1907, 16,720; Sunday, 12,104.

New Haven, *Leader*, 1907, 3,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, *Palladium*, dy. Aver. '06, 9,549; 1907, 9,870.

New Haven, *Union*. Av. 1907, 10,548; first six mos. 1908, 10,569. E. Katz, Special Agt., N. Y.

New London, *Day*, ev'g. Aver. 1906, 6,104; average for 1907, 6,347; 6 mos., 1908, 6,712.

Norwalk, *Evening Hour*. April circulation exceeds 3,500. Sworn statement furnished.

Waterbury, *Republican*. Average 1907, 6,338 morning; 4,400 Sunday. Feb. '08, Sun., 5,922.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average for 1907, 35,466 (C. O.).

FLORIDA

Jacksonville, *Metropolis*. Dy. av. first 6 mos. 1908, 10,936. E. Katz, Special Agent, N. Y.

Jacksonville, *Times-Union*, morning. Average for August, 1908, 13,763; Sunday, 16,670.

Tampa, *Tribune*, morning. Average 1907, 12,816. Largest circulation in Florida.

ILLINOIS

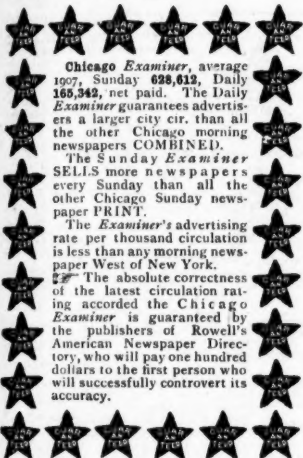
Aurora, *Daily Beacon*. Goes into homes. June, '08, 7,954; July, 8,898; August, 9,469.

Chicago, *The American Journal of Clinical Medicine*, mo. (\$2 00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, 37,794.

Chicago, *Breder's Gazette*, weekly. \$2. Average for 1907, **74,755**; 4 months 1908, **74,339**.

Chicago, *Commercial Telegraphers' Journal*, monthly. Actual average for 1907, **15,000**.

Chicago, *Dental Review*, monthly. Actual average for 1908, **4,001**; for 1907, **4,018**.



Chicago Examiner, average 1907, Sunday **628,612**, Daily **165,342**, net paid. The Daily Examiner guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The Examiner's advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, **52,217**; Jan., Feb., March, '08, **53,087**.

Chicago, *National Harness Review*, monthly. 5,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily **151,564**; Sunday **216,464**. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, *The Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (60).

Galesburg, *Republican-Register*, Eve. Aug. av. **6,237**. Only paper in city examined by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, **7,371**.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, **16,322**. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, **21,659**.

Peoria, *Journal*, daily and Sunday. Daily average for 1907, **15,262**.

INDIANA

Evansville, *Journal-News*. Av. 1907, **18,183**. Sundays over **18,000**. E. Katz, S. A., N. Y.

Lafayette, *Courier and Call*. 1907 av., **5,423**. Only evening paper. Popular want ad medium,

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, **26,112**.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, **1,577**; weekly, **2,841**.

South Bend, *Tribune*. Sworn average July 1908, **9,555**. Absolutely best in South Bend.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1907, **8,937**. "All paid in advance."

Davenport, *Times*. Daily aver. Sept., **17,135**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, **41,582**. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and evening. Daily average, 1907, **11,349**; Sunday, **13,055**.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, **4,670**; first 5 mos. 1908, **4,787**. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, **4,217**.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily **6,228**; weekly **8,547**.

KENTUCKY

Harrodsburg, *Democrat*. Largest all-home-print county paper in Ky. Low adv. rates.

Lexington, *Herald*, mg., dy., av. July, **8,020**. Sunday, **9,390**. Com. rates with *Eve. Gazette*.

Lexington, *Leader*, Av. '06, evening **5,157**. Sun. **6,793**; for '07, eve's, **6,390**. Sun. **7,102**. E. Katz.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, **1,294,438**.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, **8,209**. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily **10,018**; weekly, **28,422**.

Phillips, *Maine Woods and Woodman*, weekly, J. W. Brackett Co. Average for 1907, **8,012**.

Portland, *Evening Express*. Average for 1907, daily **13,514**. Sunday *Telegram*, **8,855**.

Waterville, *Sentinel*. 1907 average, **8,418** daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, *American*. Daily average for 1907, **75,652**; Sunday, **91,209**. No return privilege.

Baltimore, *News*, daily. Evening *News Publishing Company*. Average 1907, **77,745**. For September, 1908, **80,795**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average 1907, daily 181,344. Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



Boston, Traveler, daily. Circulation over 85,000. Established 1825. The aggressive evening paper of Boston. John H. Fahey, editor and publisher.



Boston, Post, July, 1908, daily average, 255,072. Sunday average, 334,753. The Boston Post's best July with both editions. Post carries more general advertising than any other Boston newspaper. "There's a reason."



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1907, 3,012.

Fall River, Evening News. The Home Paper. Actual daily average 1907, 7,049.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1907, 7,550.

Gloucester, Daily Times. Every afternoon and evening. Sworn daily av. circulation 1908, 7,342.

Lawrence, Telegram, evening, 1907 av. 8,939. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; 1907, average, 16,523. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, 18,361.

Worcester, Gazette, eve. Av 1907, 14,682 dy. Largest eve circ'n Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (©). Paid average for 1907, 4,586.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 3,000.

MICHIGAN

Jackson Patriot, Average Aug., 1908, daily 9,436, Sunday 9,386. Greatest net circulation.

Saginaw Courier Herald daily. Only Sunday paper; aver for 1907, 14,749. Exam. by A A A.

Saginaw, Evening News, daily. Average for 1907, 20,637, September, 1908, 19,406.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 23,093. Largest by thousands.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; for 1907, 103,553.

The absolute accuracy of *Farm, Stock & Home's* circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,165.



Minneapolis, Journal, Daily and Sunday (©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 73,578. Daily average circulation for Sept., 1908, evening only, 72,914. Average Sunday circulation for Sept., 1903, 68,923. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory.

It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1907, 54,362.

St. Paul, Pioneer Press. Net average circulation for 1907. Daily, 35,716; Sunday, 35,465.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.



MISSOURI

Joplin, Globe, daily. Average, 1907, 17,030. E. Katz, Special Agent, N. Y.

St. Joseph, New Press. Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

St. Louis, National Druggist, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, 104,966.

NEBRASKA

Lincoln, Deutsch-American Farmer, weekly. 143,345 for year ending Oct. 30, 1907.

Lincoln, Freie Press, weekly. Average year ending Sept. 25, 1907, 143,989.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city
Average for 1907, **5,371**

NEW JERSEY

Asbury Park, Press. 1907, **5,076**. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, **9,001**.


Jersey City, Evening Journal. Average for 1907, **24,330**. First six months 1908, **24,375**

Newark, Eve. News. Net daily av. for 1906, **63,032** copies; for 1907, **67,195**; Jan. 69,289.

Trenton, Evening Times. Av. 1906, **18,337**. Av. 1907, **20,270**; last quarter yr. '07, av **20,409**

NEW YORK


Albany, Evening Journal. Daily average for 1907, **16,398**. It's the leading paper.

 **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, **62,697**.

Buffalo, Courier, morn. Av. 1907, Sunday, **91,447**, daily, **51,604**; *Enquirer*, evening, **24,270**.

Buffalo, Evening News. Daily average 1905, **94,690**, for 1906, **94,673**; 1907, **94,643**.

Mount Vernon, Argus, eve. Aver. cir. 6 mos. ending July 31, 1907, **4,807** Only daily here.

 **Newburgh, Daily News,** evening. Average circulation first quarter 1908, **6,056** Circulates throughout Hudson Valley. Examined and certified by A. A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1863 Weekly average, 6 mos. to June 27, '08, **10,169**.

Baker's Review, monthly. W. R. Gregory Co., publishers, Actual average for 1907, **5,784**.

Benziger's Magazine, Circulation for 1907, **64,416**, 5cc. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub Co., Ltd. Average for 1907, **26,641** (©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1907, **8,333**—sworn.

The People's Home Journal. 544,416, mo. Good Literature, **458,656** mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.


The Tea and Coffee Trade Journal. Average circulation for year ending August, 1908, **10,063** August, 1908, issue, **9,550**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **405,172**. Sunday, **453,336**.

Poughkeepsie, Star, evening. Daily average for first six months 1908, **4,455**; June, **4,591**.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average 1906, **18,309**; for 1907, **17,192**.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver 1907, daily **35,509**; Sunday, **41,130**.

 **Troy, Record.** Average circulation 1907, **20,125**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mc Average for 1907, **2,542**

Utica, Press, daily Otto A Meyer, publisher. Average for year ending July 31, 1908, **16,697**.

OHIO

Akron, Times, daily. Actual average for year 1906, **8,977**; 1907, **9,551**.

Ashtabula, American Sanomat Finnish. Actual average for 1907, **11,130**.

Cleveland, Plain Dealer Est. 1841 Act. daily and Sunday average 1907, **76,911**; Sunday, **85,373**, Aug., 1908, **80,325** daily; Sunday, **89,630**.

Columbus, Midland Druggist, a journal of quality for advertisers to druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over 3/4 century leading Nat. agricult'l paper, '07, **447,345**.

Springfield, Poultry Success, monthly av. 1907, **33,250**. 2d largest published. Pays advertisers.


Youngstown, Vindicator. D'y av., '07, **14,768**; Sy., **10,017**; LaCoste & Maxwell, N.Y & Chicago.


OKLAHOMA

Muskogee, Times-Democrat. Average 1906, **5,514**; for 1907, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver., **20,152**; Sept., '08, **23,276**. E. Katz, Agent, N. Y.

OREGON

 **Portland, Journal,** has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal,** daily average 1907, **28,005**; for Aug., 1908, **30,118**. Vreeland-Benjamin, Representatives, New York and Chicago.

 **Portland, The Oregonian,** (©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. July circulation, daily average, **34,562**; Sunday average **43,405**

PENNSYLVANIA

"The Bulletin every evening goes into nearly every Philadelphia home."

NET AVERAGE FOR SEPTEMBER

225,140

COPIES A DAY

The "Bulletin's" circulation figures are net. All damaged, returned, free and unsold copies having been omitted.

WILLIAM L. McLEAN, Pub.

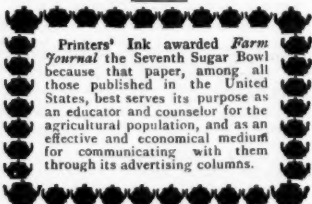
Chester, *Times*, ev'g d'y. Average 1907, 7,640. N. Y. office, 220 B'way. F. R. Northrop, Mgr.

Erie, *Times*, daily. Aver. for 1907, 18,511; Sept., 1908, 18,564. E. Katz, Special Agt., N.Y.

Harrisburg, *Telegraph*. Sworn av. Aug., 1908, 16,370. Largest paid cir. in Harris'bg or no pay.

Philadelphia, *Confectioners' Journal*, mo. Average 1906, 5,514; 1907, 5,514 (©©).

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1907, 6,800.



Printers' Ink awarded *Farm Journal* the Seventh Sugar Bowl because that paper, among all those published in the United States, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.

Philadelphia. *The Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,006.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 15,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1907, 18,124.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1907, 17,903—sworn.

Providence, *Daily Journal*. 18,872 (©©). Sunday, 25,169 (©©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,881 daily.

Westerly, *Daily Sun*. Aver. cir. for August, 4,923 (sworn). Largest in south of Providence.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 6 mos., 1908, 4,685; June, 5,184.

Columbia, *State*. Actual average for 1907, daily (©©) 13,052 Sunday, (©©) 13,887. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (©©) 13,514; Sunday (©©) 14,110.

Spartanburg, *Herald*. Actual daily average circulation for first six months of 1908, 3,289.

TENNESSEE

Chattanooga, *News*. Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.



Knoxville, *Journal and Tribune*. Week day av. year ending Dec. 31, 1907, 14,694. Week-day av. January and February, 1908, in excess of 15,000.

Memphis, *Commercial Appeal*, daily, Sunday, weekly, 1907, average: Daily, 42,066; Sunday, 61,778; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1906, 31,456; for 1907, 36,206.

TEXAS

El Paso, *Herald*, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1905, 3,527; 1906, 4,113; 1907, 4,535. Exam. by A. A. A.

Surlington, *Free Press*. Daily average for 1907, 5,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, d'y, av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.

Rutland, *Herald*. Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1907, 2,711; Aug., 1908, 3,017. Largest circulation. Only evening paper.

WASHINGTON

Seattle, *Post-Intelligencer* (©©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, *Ledger*. Average 1907, daily, 17,492 Sunday, 25,002.

Tacoma, *News*. Average 1907, 16,525; Saturday, 17,610.

WEST VIRGINIA

Fiedmont, *Business Farmer*, monthly. Largest farm paper circulation in West Virginia.

WISCONSIN

Janesville, *Gazette*. Daily average for 1907, 3,671; Aug., '08, semi-weekly, 1,959; daily 4,522.

Madison, *State Journal*, daily. Actual average for 1907, 5,086.

Milwaukee, *Evening Wisconsin*, daily. Average 1907, 25,082 (©©). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, *The Journal*, eve., ind. daily. Daily average for 12 months, 54,201; for July, 1908, 55,325; daily gain over July, 1907, 3,508. 50% of Milwaukee homes at 7 cents per line.

At 7 cents per line, *Flat*, the *Journal* carries your announcements into 50% of all Milwaukee homes. It requires the combination of the other four publications (at about 21 cents per line) to reach the remaining 50%.

Oshkosh, *Northwestern*, daily. Average for 1907, 5,680. Examined by A. A. A.

Racine, *Journal*, daily. Average for the last six months, 1907, 4,376.





THE WISCONSIN AGRICULTORIST

Racine, Wis., Established, 1877.
Actual weekly average for year ended Dec. 30, 1907, **56,317**.
Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, **4,877**; semi-weekly, **4,420**.

BRITISH COLUMBIA

Vancouver, *Province*, daily. Av. for 1907, **15,846**; Aug., 1907, **13,847**; Aug., 1908, **16,459**. H. DeCluerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1907, daily, **36,882**; daily Sept., 1908, **38,997**; weekly aver. for month of Sept., **26,770**.

Winnipeg, *Der Nordwesten*. Canada's German newspaper. Av. 1907, **16,546**. Rates 56c. in.

Winnipeg, *Telegram*, Average daily, Aug., 1908, **26,008**. Weekly aver., **28,000**. Flat rate.

QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1907, daily **103,828**, weekly **80,197**.



Montreal, *The Daily Star* and *The Family Herald and Weekly Star* have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir of the *Daily Star* for 1907, **62,837** copies daily; the *Weekly Star*, **129,335** copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE *Tribune* publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE *Indianapolis News*, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The *News'* classified rate is one cent a word, and its daily paid circulation over 75,000.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The Star carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE *Boston Globe*, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis Journal, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Sept. 187,572 lines. Individual advertisements, 27,521. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.



CIRCULATION THE Minneapolis Tribune is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. **by Am. Newspaper Directory** Daily or Sunday.

THE St. Paul Dispatch, St. Paul, Minn., covers its held. Average for 1907, 68,671.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,090 Sunday.

NEW JERSEY

THE Jersey City Evening Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. Freie Zeitung (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany Evening Journal, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE Argus, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the Cincinnati Enquirer. A word to the wise is sufficient. You want results.

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 28,276. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Daily Telegraph, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE La Presse, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal Daily Star carries more Want Advertisements than all other Montreal dailies combined. The Family Herald and Weekly Star carries more Want Advertisements than any other weekly paper in Canada.

(Gold Mark Papers)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (Gold Mark).

ALABAMA

The Mobile Register (Gold Mark). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the Evening and Sunday Star. Average, 1907, 55,486 (Gold Mark).

GEORGIA

Atlanta Constitution (Gold Mark). Now, as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. The Daily Newspaper for Southern Georgia. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (Gold Mark), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (Gold Mark). Actual average circulation for 1906, 15,896.

Tribune (Gold Mark). Only paper in Chicago receiving this mark, because Tribune ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,845 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Springfield (Mass.) *Republican* (☉☉). Has quantity and quality of circulation.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

Engineering News (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of it's kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

New York *Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1907, 102,993; The Sunday *Press*, 124,006.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The Norfolk *Landmark* (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉☉), enjoys the good opinion of the best people.

THE most valuable traveling man is the one who, in addition to taking care of his trade and holding his customers, makes as many calls as possible on those whose business he would like to have. He does not get discouraged, but time after time, and year after year, follows up every prospect on his route and continuously adds new names to his list of customers.

It is the same way with printed matter of the right kind, sent out at regular intervals. It holds trade by forestalling the attempts of competitors to take it away, and it gets new customers by pleasantly but persistently calling time after time, year after year, just as the first-class salesman does.

This sort of work cannot be done in a hurry—one call will not prove sufficient, and perhaps a dozen will not be enough.

But it has been proved time after time that a carefully planned and properly executed series of strong, original printed matter, sent out regularly to prospective customers, is one of the most satisfactory and profitable investments that any business man can make.

A department of our business is devoted exclusively to this class of work, and the results we are showing are most gratifying to those who utilize its service.

THE ETHRIDGE COMPANY

41 Union Square, New York City

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

The thought behind this Pittsburgh Vise advertisement is a good one and the copy is rather interesting although expressed and put in type in a rather freaky way.

The illustration is much smaller than it need be, and although the man who is wielding the hammer is an extremely vigorous indi-

show a picture of a section of tire which looks as if it had been in use since the first automobile was

No. 19144
Lucky



When

An irresistible

force strikes an immovable object you'll find it's held by a

"Pittsburgh" Two Way Vise

It's built for exactly such class of work—the class which sends "others" to the Doctor. Perfect design (curves), a special mixture and more weight per vise, are a few reasons "Why."

Better take a punch at Strike L.

Fgh. Auto
Vise & Tool
Co.



Fgh.
Pa.

NO. 1

vidual, he too much resembles the comic supplement style of burglar.

The illustration marked No. 2 presents a better view of the article advertised—for which there is plenty of room—and a workmanlike and serious-minded hammer swinger.

* * *

The Kimball Tire Case Co. advertises a device to protect or repair automobile tires and is evidently of the opinion that the best way to exploit its merits is to



NO. 2

placed on the market and had been through all the different kinds of accidents and misfortunes which can fall to the lot of a tire.

Protect Your New Tires Repair the Old One



Tires
Will Last
Forever
Steel
Link
Bands
Hooks to
Rim

NO MORE PUNCTURES
You can fix blowouts quick. If tire is completely covered by these bands, you cannot have blowouts. Punctures, Rim Cuts or wearing off of tire. As flexible as ever. **ANTI-SKID.**

KIMBALL TIRE CASE CO.
163 BROADWAY COUNCIL BLUFFS, IOWA

This is the kind of advertising which seeks to enhance the interests of one thing by showing a picture of its exact opposite. It is generally a sign of the handiwork of the amateur.

The man who never before constructed an advertisement will invariably use the picture of an airship to illustrate an advertisement of a sub-marine boat. If he wishes to sell the latest and the finest thing in shoes, his mind, his pen and his pencil always get busy with Egyptian sandals or something equally ancient and obsolete in the most vivid contrast to the thing he really wants to sell.

Perhaps some of the psychologists, who are wasting a good deal of their valuable time on branches of advertising concerning which they know nothing, might do some good by investigating this peculiar condition and explaining it for us.

This Club Cocktail advertisement is refreshing in that it represents an intelligent use of mag-



After a hot day's work a CLUB COCKTAIL is the most enjoyable of recuperators. Not only an ideal cocktail, but a delightfully refreshing, gently stimulating drink—no fuss or trouble to prepare—always ready for use.

A CLUB COCKTAIL is the best of summer tonics
Martini (gin base), Manhattan (whisky base), are universal favorites
G. F. HEUBLEIN & BRO.,
Sole Props.

Hartford New York London

azine space. The illustration was drawn in a manner which insured

successful reproduction and the typographical arrangement is clear, readable and convincing.

Careful study of this General Acoustic Company's advertisement shows that the lady down in the lower left hand corner has some

THE DEAF HEAR-
PROOF BEFORE YOU PURCHASE.

The Acousticon is a scientifically perfect hearing device which immediately secures good, and at the same time clarifies articulation so that every word is distinct to the deafest person unless the auditory nerve is entirely destroyed (it seldom is).

It is now used with perfect success in hundreds of churches, theatres and the Public Buildings at Washington (not on application).

Most hearing devices are inefficient or entirely useless; we invite every deaf person and their friends, to

Test It At Our Expense

If ever it has been tried, you find that you cannot live with it, we would prefer that it be returned and the trial cost you nothing. Three-quarters of our postage comes from satisfied customers who refer their friends to us, and we cannot afford to have the Acousticon in the hands of anyone who does not hear with it.

It is convenient, call at one of our offices in the principal cities and test it in person. If not, write us and information will be sent how you may test it thoroughly at no expense—also booklet and other interesting information.

GENERAL ACOUSTIC CO.
806 Broadway Bldg.
New York and 224 St. New York

kind of a device on her ear, attached to which is a cord or wire or something which runs somewhere.

A first glance doesn't disclose this fact owing to the character of the picture in the upper right hand corner. This would seem to be an advertisement for a school of elocution, or acting, or something of that kind.

If the illustration had been confined exclusively to the lady with the listening attachment, and if she had been given more room and a position of prominence instead of being tucked away in the corner, the advertisement would be a good deal better than it is and would not be misleading.

"IN GOD WE TRUST."

Editorial—from Leslie's Weekly.

♦ TO ADVERTISERS. ♦
♦ Our circulation books are open ♦
♦ for your inspection. Guaranteed ♦
♦ average 100,000 copies weekly. ♦
♦ "In God We Trust." ♦

What the Big Stores Are Doing

Rather an impertinent question to ask but it may wake 'em up: "Does you husband look seedy? Get him inside one of our half-price suits and finish out his needs with best linen collars, two for 25 cents; \$1 shirts for 69 cents; 35 cent sox for 22 cents; a Panama hat at half-price, and \$5 oxfords, black or tan, at \$3.39." (T. C. King, Birmingham, Ala.)

"In time of peace, prepare for war" is the well-known saying of a great statesman. Similarly in the good old summer time prepare for the long, cold winter months. "Along with the first hint of cool weather comes this splendid chance to lay in a supply of Loeser outing flannel for winter undergarments. The 5,000 yards will vanish quickly at 6 cents a yard." From an advertisement of Frederick Loeser & Co., Brooklyn, N. Y., during a cool spell in the summer months.

If the women can't do it, who can? The Carl Kohler Shoe Co., Des Moines, Iowa, recently sent out a man made up to represent George Washington. In its advertising the company offered a pair of "American Lady" shoes free to any woman who can make him smile. The young ladies of Des Moines ought to be able to get all the shoes they need without paying for them.

Some of us think we know everything; some of us know a little about many things, but none of us know all about everything. The following advice is for those who don't know anything about rugs: "You don't buy an oriental rug every day, and their real worth is not generally known—except to connoisseurs of art. The safe plan, therefore, is to rely on the reputation of a house that has been tried and found absolutely reliable under all conditions. Following this plan you would naturally come to the 'Ville.' It's better to be safe than sorry." (Ville de Paris, Los Angeles, Cal.)

People would have easy, comfortable old shoes repaired if it were not for the trouble of taking an unsightly bundle downtown. So this store says, "Telephone us, and our wagon will call, our repair department will fix 'em up, and they will be returned collect." (Jones Dry Goods Co., Kansas City.)

One point made in the daily ad of Magnin's (San Francisco) is, that the store has made a specialty of suits for small ladies—garments not only made to fit them with very slight alteration, but in styles adapted to small people.

"When a room is 'stroked the right way'—when the rug and its colors fit the chairs and the wall paper and the draperies, the room soothes you. It

expresses its satisfaction like the purring of a cat. The room is *satisfied* and it makes you *satisfied*. 'Thread & Thrum' rugs are built so that they will stroke the room the right way. They are the sturdiest of the whole rug family—four pounds to the square yard, yet pliable and artistic. They are woven by expert craftsmen on hand looms and in any desired combination of colors. The material of them is all wool or camel's hair welt—reversible, thick, yielding, durable. The 'spirit' of them is harmonious simplicity and sturdy durability. They are for use. In order that they may fulfill their purpose in the best way, they have a distinct attractiveness. They would have delighted William Morris. They will delight you if you care for the wedding of utility and beauty." A rug advertisement from the Chamberlain-Johnson-DeBose Co., Atlanta, Ga.

A removal sale usually implies cut prices at the old place to save moving stock to the new. One concern lately had a cut-price sale immediately on moving into new quarters. Its purpose, as stated, was to get all its customers and the public generally into the new store, let them see it, and impress the new location on their minds. (A. J. Conroy & Co., Cincinnati.)

It is sometimes well to kill the "rushed-to-death-enormous-crowds-still-they-come" feeling so widely associated with bargains. How about a Monday bargain sale, with the statement that the store aims to give people who shop that day preference over Saturday, when the crowds make the best service impossible? That reason, coupled with real values, ought to bring 'em in on blue Monday. This idea stands out in an ad of the P. B. Magrane Store, Lynn, Mass.

Hook's, Oakland, Cal., believes in being ahead of time and in an advertisement says: "It's not too early to anticipate your Christmas wants in the furniture line. There are so many useful and ornamental articles in our line that make handsome Christmas gifts, such as Morris chairs, writing desks, davenport, etc. Make your selection now and begin paying a little each week or month, and when Christmas time rolls around you will have your Christmas remembrance all paid for and the money has never been missed."

Levy's, Houston, Texas, advertises: "Store closes at 1 p. m.—Yet these specials strike twelve every hour! Half day to-day, but no half-hearted bargains. We are happy because of the holiday, you happy because there are sure enough savings. The offerings are well chosen—timely bargains on merchandise you want immediately. Indeed, Bull's Eye Bargains—ringing twelve every hour.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK**, **BUTTERICK PUBLISHING CO.**, **McCLURE'S MAGAZINE**, **COURIER PUB. CO.** and a majority of the large publishers throughout the country. **ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.**
Wallace & Company, 29 Murray St., New York

ADVERTISING AGENCIES

D. A. O'GORMAN AGENCY, 1 Madison Ave., N.Y. Medical Journal Advg. exclusively.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. K. Western, Proprietor. Established 1877. Booklet.

Nelson A. Chesnutt & Co., Stock Exchange Place, Philadelphia, Pa. Advertising prepared and placed everywhere.

KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

THE BOLTON ADVERTISING BUREAU, 66 John K. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

ADVERTISING COMPOSITION

Advertisers: 1. When your copy is ready; can't be improved. 2. Your mediums selected; no "has-beens" in the list. 3. See that we do the typesetting; no shop anywhere like ours for this stunt. **THE GARRICK PRESS**, 159-161 West 24th Street. Phone, 6184 Madison. Also booklet printers and electrotypes.

ADVERTISING MEDIA

THE best 6,000-town daily on this earth is the **Troy (Ohio) Record**—prints more local news than any other—that makes it best. Carries more "Wants" than any other. Only small town daily published that is successful without a weekly edition, job printing department or political "paw" as boosters. It has neither. Moral: It has all the circulation it claims to have.

THE Saturday Evening Post—greater results at lower cost. The Curtis Pub. Co., Phila.

COIN CARDS

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

COIN MAILER

\$2.60 per 1,000. For 6 coins **\$3**. Any printing. **PYTHIAN PRINT'G CO.**, Ft. Madison, Ia.

FOR SALE

L INOTYPE MACHINE:—Two-letter Mergenthaler with direct connected motor; excellent order. If interested write for particulars. **BUSH KREBS CO.**, Louisville, Ky.

HALF-TONES

PERFECT copper half-tones, 1 col., **\$1**; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

ADVERTISING is either an expense or an investment. Use cuts that "show up" your goods and make your ads pay. We make them from photo or drawing and our cuts help you to sell goods. **ORMSBEE ENGRAVING CO.**, Syracuse, N.Y.

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO.**, 860 7th Avenue, Times Square.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, **\$1**; 4x5, **\$1.60**. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

INDEX CARDS

INDEX CARDS for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.**, 912 Elm Street, Cincinnati, Ohio.

LETTER HEADS

500 Each Letter Heads, Envelopes, Business Cards, Bill Heads, Statements, and Memo Blanks, fine quality bond paper **\$8.85**; 1000 each **\$12.90**. 600 each, good quality, **\$7.90**; 1000 each **\$11.65**. Artistically printed in any one color. Beautiful panoramic Photo-Gelatine art nature print, handsomely mounted, free with every cash order. **BARTON & SPOONER CO.**, Cornwall-on-Hudson, N.Y.

MAGAZINES

"DOLLARS AND SENSE" (Col. Hunter's Great Book) free with **ADVERTISERS' MAGAZINE** one year at 60 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. **ADVERTISERS' MAGAZINE**, 737 Commerce Building, Kansas City, Mo.

NEW PUBLICATIONS

Mail Order Firms Greatest Book Published, "The Disinherited," handsomely bound. Sells at \$1.00 prepaid. Circulars and electrotypes furnished with your imprint on. Big profits. Write for terms to CENTRAL BOOK CO., Observer Building, Rockville Centre, N. Y. Read "Press" Notices.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. E. LACEY, Washington, D. C. Established 1869.**

PUBLISHING BUSINESS OPPORTUNITIES

Harris Bulletin

Of Publishing Opportunities just issued. Send for copy. We think the present a good time to buy.

HARRIS-DIBLE COMPANY
Successors to Emerson P. Harris
Brokers in Publishing Property
253 Broadway, New York

PREMIUMS

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (C) Greatest book of its kind. Published annually, 37th issue now ready; free. **S. F. MYERS CO., 47w.-49 Maiden Lane, N. Y.**

HAND turned wood novelties for adv'g and premiums, also Cornwall hand painted ware. **Barton & Spooner Co., Cornwall-on-Hudson, N. Y.**

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS, drawer 98, Cuba, N. Y.**

PHOTO-GELATINE printing for the art and advertising trades, effective and lasting. **Barton & Spooner Co., Cornwall-on-Hudson, N. Y.**

SUPPLIES

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept' for pasting mailing wrappers; clean, convenient and cheap. Sample free. **BERNARD'S PASTE DEP'T, 71 Dearborn Street, Chicago.**



Dennison's
TAGS AND BUSINESS HELPS
will put you in touch with more business.
Information and catalogue sent on request.
Dennison Manufacturing Company
Boston New York Philadelphia Chicago St. Louis

WANTS

AGENTS wanted to sell ad novelties; 25% com. 3 samples, **JOC. J. C. KENYON, Owego, N. Y.**

AN experienced, aggressive advertising man with \$10,000, can secure substantial interest and management New York office of recognized agency (incorporated) with established business and well equipped printing plant. Must have unquestionable references and ability. Address "SOLID," this office.

EDITOR (author)—High class, versatile, wants engagement, moderate salary. Good country paper will do. Address "R," Printers' Ink

EXPERIENCED woman writer wants charge of department in magazine or paper. Reasonable. Address "R. B.," c/o Moss Adv. Agc. Phila.

EXPERIENCED young advertising man desires position with firm wishing to issue house organ. Have started and conducted two successful house organs; present one now on second year. Had four years' experience in newspaper and magazine advertising and ad writing. Good reasons for wishing to change. Address, "HOUSE ORGAN," care Printers' Ink.

N-M-C-R NO MORE CUT ROLLERS INK-DIVIDING BANDS Save many times their cost. Sales agent wanted, U. S. and Canada; big pay; particulars mailed. **N-M-C-R COMPANY, Sole Mfrs., 370-372 Smith St. (Phone 926 Hamilton), Brooklyn, N. Y.**

POSITIONS NOW OPEN—Adv'g. solicitor, N. Y., \$25-35; adv'g. mgr., Ill., \$25-30; adv'g. mgr., O., \$30-25; bus. mgr., N. Y., \$30; Rep'n. ed't writer, Ind.; market reporter, N. Y.; city ed., N. Y.; tel. ed., Ct.; non-union bindery foreman, Ct., \$20-22; also reporters and linotype operators. Booklet free. **FERNALD'S NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.**

PUBLISHING, Mercantile, Manufacturing. We serve 25,000 employers. Many opportunities for men with advertising experience or ability. Write fully as to experience and location desired. **HAFGOODS, 365 Broadway, New York, or 1010 Hartford Building, Chicago.**

SHOE FACTORY wants man to solicit mail orders. **WRIGHT, Berlin, Wis.**

SPORTING EDITOR. Myron Townsend, The Sportograph Man, America's best circulation building Sporting Editor at liberty. Sporting Specialist, international reputation. His business is to build up broken down sport pages. Brilliant, brainy writer, who attracts and holds interest sporting public. Wide experience East and West. Guarantees to increase circulation. Now on big New York daily. Address, **Printers' Ink.**

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

TRADE PAPER EDITORS—Experienced writer for the trade press furnishes weekly or monthly New York letter based on personal interview with your trade. Reliable market reports. Reasonable remuneration. **QUICK SERVICE, Room 519, 108 Fulton St., New York.**

TRANSLATIONS—Technical and commercial translations from and into Spanish, French and German. Translating of foreign exchanges for trade papers a specialty. Reasonable rates. **QUICK SERVICE, Room 519, 108 Fulton St., New York.**

WANTED—Advertising Solicitors in all large cities to devote a part of their time in securing business on a commission basis for a well known class journal. Good proposition. Address "A. K.," care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States. 4

"LETTERINE"

We want every dealer or clerk who makes window cards or price tickets to try "Letterine." **SPECIAL OFFER.**—Send us six cents in stamps and we will send you a large sample bottle free. "Letterine" dries jet black and beautiful gloss. Made also in colors. **THADDEUS DAVIDS CO.**, 95-97 Vandam St., New York. Established 1825.

NOVEL SHOE COPY.

This month a shoe campaign will be resumed in New York City which was discontinued a few months ago when the season of the regular theatrical performances gave place to shows of the summer variety. It is hard to see the connection between the theatre season and shoe advertising, but there is one, nevertheless.

Frazin & Oppenheim, who operate several retail stores in the city, have been in the shoe business for many years and their slogan "Get a shoemaker's fit" is pretty well known the city over. None of their advertisements appear without this phrase and it has a prominent place on the signs at each of their stores.

Up to a few months ago, to be exact on April 5th last, they had been content with that class of trade known generally as the medium-class people who thought \$2.50 or thereabouts enough to expend on the pedal extremities and, while they carried higher-priced stock as well, this had never been pushed to any great extent in the advertising. In April, however, it was decided to give more attention to the higher quality shoes, and an appropriation was placed with the advertising firm of the Walter Binner Company to branch out along new lines.

The theatrical season was in full swing, and many of the play titles could be heard mentioned on the street and in homes every day. Binner determined to arouse interest in the advertising by centering the copy around some of

the popular plays, with an appropriate illustration to rivet attention.

Three prices were given in the ads—\$3, \$4 and \$5—but this order



"THE YANKEE PRINCE" bought F. & O. Shoes at first because they pleased his eye. Afterward because they pleased his feet. Now he buys them because of their proven worth in active service. Any F. & O. Shoe is fit for a King. Try them and see. Any style you prefer in any leather that's made.

\$5.00 \$4.00 \$3.00

FRAZIN & OPPENHEIM
"GET A SHOEMAKER'S FIT"

Corner of Broadway and 38th Street
18th Street and 6th Avenue
124th Street and 3d Avenue
21st Street and 6th Avenue
260 West 125th Street
Between 7th and 8th Avenues

was reversed, as the accompanying illustration shows. Each advertisement occupied four and a half inches single column and copy was run three times a week.

Ready-Made Advertisements

Readers of Printers' Ink are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department

UNION REALTY COMPANY,
Pittsburg, Pa.

EDITOR READY-MADE ADS DEPT.

DEAR SIR—Enclosed I take the liberty to send you an ad, upon which I would appreciate your expert criticism and opinion through the columns of your valuable weekly, "The Little Schoolmaster."

The nature of the ad is explained by the fact that Pittsburg is now celebrating its 160th anniversary.

Very truly yours,

H. F. EGLE,
Publicity Dept.

The ad referred to, reprinted herewith, is certainly appropriate to the occasion, but it seems to me that more should have been made of the moral—that it might well have been made the peg on which to hang a few specific offers of properties likely to enhance rapidly in value, etc. That would take more space, of course, but it would help to focus attention on the opportunities for profitable investment now open, and thus turn into active interest what might otherwise prove but the passing impression of a mere matter of local history. The wind-up is a bit too cool—almost indifferent in tone. It should have been more inviting and more suggestive of the next step to be taken by the reader, either through the offer of a list of properties or a direct but not effusive invitation to "Come in and look over some of the good things that are on our books," or words to that effect. Just the general statement that "There are some exceptional opportunities just now that we should like to tell you about," would have helped to sharpen interest and inspire action.

OWNED BY THE INDIANS

The Old Cathedral Site, corner Fifth Ave. and Grant St., 240 Feet Square,
IN 1758

Was Worth Just One Dollar and Fifty Cents.

On October 24, 1768, Thomas and Richard Penn purchased from the Six Nations, Shawnee and Delaware Indians

—5,766 acres of land, including in that all of the territory occupied by Greater Pittsburg today for \$10,000.

In 1903 the St. Paul Cathedral site was sold by the Pittsburg diocese to H. C. Frick for \$1,325,000—Today

IN 1908

The approximate value of this land, comprising a little over one (1) acre of ground, is

\$3,000,000.00.

What Other Investment
Pays Like This?

Moral—Invest in Pittsburg Real Estate.

UNION REALTY CO.

608-11 Union Bank Building.

Putting cut prices in story form makes more interesting reading, but loses the strength of old and new prices in display type.

A Quiet, Modest-appearing Man

came into our store this week and bought a straw hat at half price—two \$1.50 negligee shirts at 98c., six pairs of 50c. fancy hose at 35c. each—a pair of our marked down shoes—a blue suit and a fancy worsted suit, the former 20 per cent. and the latter 33 1-3 per cent. under our regular prices.

His total purchase amounted to \$43.01. Had he bought the same things two months ago they would have cost him \$61.50.

When our salesman called his attention to the substantial amount he had saved, he said: "I always buy my stuff that way. I'm not particular about getting my things when they're new and just out. Of course, I know that at this time I don't have as big a variety to choose from, but I usually manage to get about what I want, and just look at what I save."

Open Saturday until 10 p.m.

LEOPOLD MORSE CO.,
Adams Square,
Boston, Mass.

One way to impress the name of the store on the minds of children and their parents and make it talked about. From the Pittsburgh Press.

An ash can bargain, and the reason why. From the Brockton (Mass.) Daily Enterprise.

100 Pairs Roller Skates Free!

FOR BOYS AND GIRLS.

All of our advertisements have heretofore been directed to the grown folks, but here's where we let the young people in on a "good thing." We realize that the boys and girls of to-day are the men and women of to-morrow, and we believe it is none too early for us to cultivate their friendship. The plan is simply this:

How Many Words Can You Make Out of the Letters Comprising the Words "M-A-Y-S-T-E-R-N-S-P"

You will be surprised how many words you can work out. To the 100 boys and girls sending in the largest list of words we will give a pair of skates absolutely free. Now children, get busy. See how easy it is to get a pair of skates free.

Description of Skates: The skates are made of steel tops with Swedish steel trucks. They are trimmed with black leather straps, buckles and nickel plated heel bands.

Conditions of Contest: This contest is open to boys and girls not over 18 years of age, residing in Allegheny County. All lists must be written on one side of the paper only and sent by mail, directed to Contest Department, May, Stern & Co., 914-916 Penn. Ave., Pittsburgh. All answers must be received by Thursday, August 27th. Winners will be announced in The Press and Chronicle Telegraph Friday evening, August 28th.

Levy Brothers, Louisville, Ky., in an advertisement of a sale of "Dutchess" trousers offer 10 cents for every button that comes off and \$1 or another pair of trousers free if they rip.

Imitation may be the sincerest form of flattery, but it is little to be desired in advertising.

The dictionary defines "Pippin"—as "a small well-tasted apple, a kind of tart apple." Here's a new kind of pippin: "They're Pippins—these values. Serge suits of Rogers-Peet make that were \$18 to \$40, \$15, \$20, and \$25." (F. M. Atwood, Chicago, Ill.)

To-Morrow 88c. Regular Price, 1.10

To-morrow we shall sell a large invoice of first quality galvanized steel garbage buckets, the \$1.10 size and quality for

88c. EACH.

These cans are 16 inches high, 14 inches diameter and hold 42 quarts. We secure special prices by buying large quantities of goods and give you the benefit in these special sales.

THE GEO. W. ALDEN CO.
Brockton, Mass.

Which of these ads would sell shoes to you, this one (from the Chicago Daily News) with its satisfying assurances and printed prices,

The Common Way of

conducting shoe sales is to go out and buy odds and ends of shoes to work off in the sale when regular lines begin to be broken. It gets the people's money—once; the shoes keep reminding them not to go back.

My summer Oxford stocks are broken, only small sizes left; if you can't be fitted in them I'll fit you out of my advance fall stock, at the same price—\$2.85 for values up to \$7.

At \$3.85 and \$4.85 you can buy the finest shoes in my store, including all custom stock, "Foot Doctor," "Arch Support," etc., etc., values up to \$7.

Hassel's guarantee goes with every sale.

Men's Shoes only.

HASSEL'S,
Chicago.

Telephone Harrison 314.
I'll send and get your shoes, repair them and return them very quickly.

Following its natural bent: "The cream rises to the top—new Fall waists. Take the elevator and step out into the new part where you'll certainly find the heading of this appropriate," (Freese's, Bangor, Maine.)

To the MAGAZINE ADVERTISER

Old truths, like old keys, have grown

rusty and bent—they no longer unlock the secrets of the universe. The old philosophies—the old creeds are falling. A new thought is sweeping the worlds—Ships are beating the air and crawling the ocean beds. Men are calling to men across the seas, speaking in sparks that span a thousand miles of space. The Russian moujik is demanding his heritage of manhood. The fatalistic Turk has wrested autonomy from the most brutal satrap that ever sate a modern throne. A British premier is lending serious ear to the cry of English women for the right to nominate their bonds of government. The president of the Academy of France and her greatest astronomer, leagues with the hardest headed analyst in Italy and the most phlegmatic scientist in Scotland, are adventuring the empire of the dead, peering with eager eyes and listening with credulous brains for signs of the soul-eternal. Croesus is returning his gold to the people. The State is monitoring the thirst of its citizens. Engineers are leashing rivers and leading them into the deserts, damming their fructifying waters and undamning the maddest desolation that ever Nature's morbid mood created. A Djinn of the twentieth century is breeding pears on plum trees and coaxing blackberries into whiteberries.

This is the maddest and gladdest and saddest age in the passing of the cons. The threads of sensualism, asceticism, scholarship, invention, patriotism, humanitarianism, greed and selfishness are shuttling back and forth in the LOOM ETERNAL. The fabric of existence is assuming strange patterns—new each day and each day more wonderful. Pegasus never winged a flight through the realms of fancy half so wild as the break-neck romp of now-a-day fact. Human interest is more terrific in this year of our Lord 1908, than all the imaginings of all the dreamers of all the dead years.

The Red Book Magazine has begun with its September issue a series of essays and studies upon the pregnant impulses which are dominating society. The greatest modern writers, the clear thinkers, the men and women who know and who know how to interpret their knowledge have been commissioned to observe and analyze the spirit of this great hour of ours and to express themselves with that simplicity which only the real artist can command—to speak plainly, clearly, cleanly. Every succeeding issue of the Red Book will be stronger in human interest. Its pages will not become a rostrum for the ranting muckraker, nor the fish-blooded literary snob, nor will they be turned into lecture rooms presided over by pedagogues, but these theatrical aspects of human nature will be staged with all the dramatic force, charm and virility of a well-conceived and stirring presented drama.

THE RED BOOK CORPORATION, Publishers. CHICAGO

LOUIS ECKSTEIN, President CHARLES M. RICHTER, Business Manager
RALPH K. STRASSMAN, S. L. SCHMID,
Advertising Manager Associate Mgr., Eastern Office
6092-3 Metropolitan Building, New York
BOSTON OFFICES, 2 Beacon St., JULIUS MATHEWS, Manager

**"I FEEL that the
CHELTENHAM
Press has moved the
standard of my ad-
vertising from
Third Avenue over
to Fifth Avenue."**

(A contented client)

**We place Magazine
advertising at the
Card Rates of Pub-
lications.**

**Commissions
cover service fees.**

The Cheltenham Advertising Service

150 Fifth Avenue

Southwest Corner Twentieth Street

New York